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TOWNSEND'S
20th CENTURY CATALOG

NUMBER TWENTY-FOUR

Baltimore

Joe Johnson



First Prize

3
E. W. TOWNSEND

STRAWBERRY

SPECIALIST

Salisbury

-

Maryland

INSTRUCTIONS FOR ORDERING TOWNSEND'S THOROUGHbred PLANTS

Orders should be sent to me as soon as possible. If you are not ready to send all the money, send a small part and your order will be booked and shipped on receipt of balance of payment. Or when you desire plants shipped.

Time of Shipment—From the time you receive this catalogue until May 1st, or in other words, from October 1st, until May 1st.

Guarantee—I guarantee that all plants leave me in perfect condition, that they are true to name, and equal to plants sent out by any grower. And that full count will be given. Plants are packed in light ventilated crates with plenty of fine damp moss, (just damp, not soggy wet as I have received from many nurseries) they are packed as light as possible to reach our customers safely. Every package is examined carefully before leaving the packing house, to see that it is correctly packed, addressed, and properly routed. We deliver to the express agent, (or freight agent) taking his receipt for same, making him responsible for the prompt delivery of the shipment and in few cases have we ever had that shipments did not arrive safely and promptly. But in case they do not I should be advised promptly, as I desire all claims to be made within five days within time the goods should have arrived. I have had so few complaints from my customers in our many years dealings of plants not proving true to name it seems hardly worthy to add the old customary language. But in order to protect myself it is well to still continue as the trade laws demand. Namely that in case that any plants prove untrue to name I am only responsible for the purchase price. **Remember particular**—That all claims must be made within five days from receipt of plants.

TWENTY-FIVE—All plants are tied twenty-five (26-to-30) in a bundle.

Terms of payment—No matter what your financial standing please do not ask credit, our terms are the same to all and everyone, rich and poor are our friends and customers. I know no difference, each one receives the same careful and prompt attention and each-order, whether for twenty-five plants or 5,000,000, is treated just the same.

The best way to remit is by money order on Salisbury postoffice (Md.), but you can send registered letter, bank draft, or check from known parties will be accepted, also postage stamps for the fractional part of \$1. I acknowledge all orders the day they are received.

Reference—Salisbury First National Bank, all express and railroad companies, and hundreds of satisfied customers.

Shipping Facilities—Our shipping facilities are unsurpassed. We have trains leaving going every direction every few hours in the day. We have the Adams Express Company.

What to Do With Two Catalogues—Please hand one to your neighbor.

You Take No Risk—In sending me your order you are absolutely safe. I promise to send just what you order or refund your money. If you make your order out according to my instructions I guarantee to please you.

E. W. Townsend,
Salisbury, Md.

Pasadena, Texas, April 29, 1912.

Dear Sir: Plants arrived in fine shape after being on the road five days. I am well pleased with entire lot as they are all good, healthy plants, and well packed, which accounts for the good condition they arrived in. Of the 5,000 Klondykes I got from you last year I have already picked 210 crates of 24 quarts and the patch is good for 100 more. If I do as well from these I just received I will feel satisfied. It pays to buy good plants if you do have to send across the continent for them. Thanking you for your prompt service and fair treatment, I am

Yours truly,

T. A. DUFFIELD.

How is That? 7,440 Quarts Klondykes to the Acre. Does it Pay to Get Townsend's?

The Home of the Townsend Nursery, From a Small Beginning in 1900, Now One of the Largest in the World

A little less than thirteen years ago I packed and shipped my first crate of Strawberry plants. They were shipped under the name of E. W. Townsend & Co. The 20th Century dawn had not made its appearance at this date. The few plants that were grown and shipped by me in the beginning were grown and shipped by the same methods as all other plant growers were using at that time. At this time I was general manager of one of the largest Berry Growers' Companies in the Eastern states. I had the pleasure for several years of unpacking plants from nearly all of the leading plant nurseries in the United States, and the pleasure of testing hundreds of varieties that were being tried



Home of E. W. Townsend.

out by this Company, in order to secure the best varieties for our use. I took up the plant business as a side line under my own management. My office was flooded each year with almost every strawberry catalog that was printed in the country. I read and reread them all. There was only one in the bunch that came to me each year that appealed to me. This one had the tone of the 20th Century ideas, and seemed to bear on my mind as the only one that a fellow could follow, and in fact had many of my own ideas incorporated. I prepared the soil as this book advised; I ordered plants from this firm; I watched the difference year after year; I read and reread their annual book; I practiced their methods. I was not long in learning a great deal more about plant life than I had ever known before.

It had been the custom with our firm each year to dig our supply of plants from the middle of the row and let the beds stand for fruiting purposes. This method was practiced year after year, with no thought of plant selection—anything was set out in the fields just so it was a plant.

OUR stock would soon run down, the yield would become lighter each season. It was a byword in every community that certain varieties were not holding up as to productiveness as they did when first introduced, etc.

THE BEGINNING OF THE TWENTIETH CENTURY IDEAS

My first trial with plants of selected stock proved to me that it was a success from the start. I went into the work with all my heart and soul, mind and strength; determined to see even a greater improvement in plant life. I studied the habits of the straw-

berry in all its different forms. I found that there were many things necessary to bring about the much needed reforms. In the first place, I found that not enough care was being taken in preparing the soil for the crop; second, there was a great improvement to be made by plant selection and plant breeding; third, there had not been the proper methods used in cross fertilization—these were the main points that I found wanting in order to produce a better and larger crop of fruit.

I will take up first the three important points as in order above and try to explain the methods used in growing Townsend's Thoroughbreds, why they are called Thoroughbred, and why they have gained a nationwide reputation.

PREPARING THE SOIL

In order that the soil shall be prepared in proper condition the work must begin one year in advance of the setting of the plants. In the first place, the soil should be plowed deep and put in fine, mellow condition. The proper plant foods should be applied as the soil may need. Here we find a great many remedies, and it is necessary, as we must surely find a great many different kinds of soil and conditions of soil. Some need lime and, in fact, in most cases lime is needed. Where lime is needed we should apply at least two tons per acre. I prefer lime in the raw state, as it then begins its active work just when it is needed most. Wood ashes may be used with like effect, and some times come handy. When ashes are used we use according to the strength of the ashes: If good, hard wood ashes, four tons per acre; if pine or soft wood ashes, more may be used. All this should be thoroughly incorporated in the soil before the leguminous crop is planted. Potatoes, Tomatoes, Cow Peas or Vetch make good leguminous crops. After the crop is harvested I recommend, where convenient, ten tons of barnyard manure to the acre broadcast and then plowed, the plowing to lay until early spring when the soil is dry enough to work to pieces, after thoroughly harrowing and the soil is fine and mellow. I advise drilling 400 pounds of good commercial fertilizer to the acre about two weeks before planting. The fertilizer should have a large per cent potash, as potash is a very essential part in plant growth as well as fruit. Therefore potash should not be overlooked in the growing of strawberries. After the fertilizer is properly worked deep in the soil we roll our land smooth and mark rows three and one-half to four feet apart, and set plants twenty to thirty inches in the row. Shallow and often cultivation is necessary from two weeks after plants are set until frost. The oftener the strawberry patch is worked the less the labor bill, and it becomes a pleasure to work a clean patch where it seems a burden to work in a foul, grassy patch. The writer knows, for he has been in both kinds. Next in order is the

SELECTION OF PLANTS

In the first place, there is a vast difference in plants of the same variety. Most all growers have no doubt noticed this point. Some plants will be productive, others moderately productive and others almost barren, and, in fact, some that does never send up a fruiting bud or crown. It is the above facts that have made the selection of plants necessary. This fact was not thought of in the beginning of strawberry growing in this country, and, in fact, was not thought of for many, many years. And still another fact: It is practiced but very little in the United States to date. There are very few nurseries that mention the subject at all and some are finding fault with the method of plant selection, I am very sorry to say, and claim that there is no way on earth to improve a variety except to improve the soil conditions.

Now my method is to select all my plants for my breeding plot, selecting only the plants (that are to become the mother plants) that show extraordinary strength in crown growth. These plants are set in what we call a breeding plot. The runner plants from these selected plants must inherit from the parent the full strength of the parent plant. This selection is carried on from year to year and instead of a variety running down it may be built up and greatly improved from year to year until its productiveness has been increased even fourfold.

I have letters on file where my selected Thoroughbred Plants have produced four times that of plants with no selection (same variety tested).

A Texas Grower says: "Your plants produced over 10,000 quarts per acre when the average in this section was less than 2,500 quarts of the same variety" (the Klondyke was the variety in question).

To any fair minded man this method of breeding and selection is plain and simple. A variety may be built up, or may be run down, just as one has a choice. Taking the plants from the middle of the rows year after year without any selection will certainly cause a fellow not to need many pickers and his crate bill will also be light. If he follows the Twentieth Century ideas, he will have to look out for more pickers, and his expenses for crates, etc., will be greatly increased. My Dear Growers, it is up to you.

You may have seen the going of many good varieties, you say. So you have. And you can see the going of them all if you practice our old methods.

You may go get the old, run-down variety and use the up-to-date 20th Century methods and bring it back to its former productiveness, and even keep on and make it more productive than it was when first originated.

You do not have to buy plants from me or any other nursery that is using the plant selection breeding method, but you can do the same work if you follow my instructions as I am trying to give them. But I wish to impress on your mind with all the power at my command: If you are going to place your order with a plant grower for your stock of plants with which you expect to grow a crop from to support your family or probably pay off that mortgage, buy your plants from a nursery that uses plant selection for its foundation. We come to the third:

PROPER POLLENIZATION

We have learned through close and careful attention that in our former methods in pollenizing imperfect varieties with perfect varieties, that we were not at all times correct. The old method was to set out four to eight rows of the imperfect variety, then one of the same season of a perfect sort. We have found that this method fails in many cases and in almost nine out of ten.

THE PROPER WAY TO POLLENIZE (OR FERTILIZE)

Where a main portion of the field is to be of an imperfect variety, set as follows: Begin with a row of some perfect variety with season a few days earlier than the imperfect variety, then set three or not over four rows of your imperfect variety; follow with a row of some perfect variety that ripens a week later than the imperfect variety, and follow this style until the field is planted. The idea is this: The first perfect variety is to be sure to catch the first blooms from the imperfect variety, and the later perfect variety to be sure to catch all the later blooms. Secure perfect varieties that are rich with pollen, as many so-called perfect sorts are not sufficient in pollen to fertilize, the imperfect bloom probably has sufficient pollen for its own use and no more and many times we have found that when some perfect sorts were planted near a perfect variety rich in pollen they were greatly benefited. I mention a few old standard varieties for the reader's benefit. The Gandy is one that is deficient in pollen; the Klondyke another, and many more I could mention.

I have tried to make this part of my book as plain to you as possible, and I trust that I have not failed. Believe me, I had much rather have you take up the 20th Century method of growing strawberries than to receive any money that you could send me for an order of plants. It is the better fruit that the great cities are calling for and more of it. The supply of good fruit is always short. It is the common trash that goes a-begging. It costs no more to grow an acre of good berries than an acre of common; the only saving is in the picking and hauling as I have said before, and that saving goes in the wrong pocket. It is not the number of acres you set, but the number of quarts you get.

Never set more acres than you can properly cultivate.

Many a poor fellow has tried to get rich in one season and set ten acres when he could only properly cultivate two. His profit would have been far greater if he had only set out the two. A few acres of properly selected plants well arranged for and well cared for will show better returns than any other crop of fruit ever grown.

It is the right start that brings the results every time. I am proud of the fact that I have already helped hundreds of berry growers in almost every state to start right; they are finding strawberry growing more profitable than any other occupation. Their many letters, of which I print only a small part, are very encouraging to me, and make me strive each year to try to produce the best it is possible to produce for them.

The demand for my plants has grown year by year by leaps and bounds from every corner and it is almost impossible for me to supply the demand, and my small annual catalog is about all the advertising I do. Very little advertising is done by me through the farm papers. I leave it to my Customers to do my advertising. I have found to my entire satisfaction that their advertising pays well.

I can properly say more than any other plant grower in the business. I received more orders the past season than the number of catalogs I mailed.

THE DAWN IS BREAKING

I believe that the dawn is breaking on the 20th Century ideas. I believe that the calls for cheap plants, cheap seeds, cheap trees, cheap stock, will be less and less every year. I believe that there is to be a great awakening along these lines in the very near future. I have noticed for the past few years that in sections of the country where it was almost impossible to sell good plants at their worth, that they are now calling for the best that can be grown and insist in getting only the best, no matter what the cost. Of course, there are a great many sections that this awakening spirit has not reached, but they are sure to follow. The cheap, shoddy nursery stock that once was in demand will be no longer sought for even at the very lowest price. In my mail this morning was a price list from a concern quoting me peach trees, in lots of ten, at two cents each; apple trees at three cents each. I have prices from a reliable nursery company, near my home. Their prices are twenty-five cents per peach tree and thirty-five to forty-five cents per apple tree. The latter firm has a reputation at stake. Their stock is the best that it is possible to grow. I shall place my order with the latter firm. I have faith in their stock. I am willing to give them a profit and try to encourage them to keep up the great work they have begun.

Don't plant heavy of varieties until they have been tested in your immediate locality. The list of varieties is now entirely too long. It is my intention each season to discard as many of the less desirable varieties as possible and thus keep the list as short as possible. This, of course, is a very slow process, as there are many new varieties coming to the front each season that must be given space, and these almost offset the reductions made in the old varieties discarded.

It is true that there are being some great improvements made in the way of new introductions, especially the new race of berries (ever-bearing varieties). They are really the 20th Century wonder, and one can hardly believe, after growing and fruiting them and seeing them with their own eyes, that they really are a possibility. The fellow that eats the fruit is amazed, and the fellow that grows the fruit is amazed most. There are three or four wonderful introductions on this line, and they should be grown by every lover of strawberries that has a rod of ground, or a few feet of space in a back yard.

HELP YOU TO SELECT THE PROFITABLE VARIETIES

Hundreds of my customers leave the selection of the varieties to me. This work is all done by me personally. And I am proud to say that I seldom fail to give entire satisfaction when an order is sent to me with these instructions. When sending your order for me to use my best judgment just mention what season you wish varieties to ripen in, how many of each season, whether for home use, local market or for distant shipment. I guarantee to please you.

DO YOUR NEIGHBOR A KINDNESS

Townsend's Catalog, while never as large as some growers send out, is read every season and then filed for future reference by the leading berry growers of the world. It is in demand by the leading horticultural societies. The agricultural experiment stations apply for two copies at least every year. It is intended that this book shall contain nothing but facts, and to meet the need of every berry grower. Your neighbors would appreciate a copy if they are not already receiving same. It might be the means of starting them on the road to success, as it certainly has many a poor fellow. If you will send the names of your neighbors to me I will do the rest. A little deed of kindness, be it ever so little, has helped many a man to reach the goal. I thank you for your order, also the names of your friends.

TOWNSEND'S CUSTOMERS PROSPEROUS

Growers who order my plants year after year and practice my methods are in the front rank of berry growers in the United States. They are making their berry crops profitable investments. They find the work a pleasure as well as profitable, and are satisfied customers.

WHY OUR PLANTS ARE EXTRA LARGE AND HAVE SUCH A LONG FIBROUS ROOT SYSTEM

First, they are bred from selected stock that has all the power possible to bring forth a well developed offspring. Our soil is deep, loose and fertile; the roots penetrate deep in the loose soil; the looseness of the soil causes the roots to spread and causes a great fibrous root system to build up; the plants are easily dug from a soil of this kind and the wonderful root system remains intact until they reach their journey's end. The moisture from the Atlantic keeps the plants free from diseases; the long seasons give them ample time to build up a wonderful system. The air is always moist on the eastern shore of Maryland. We do not suffer nearly as much by drouth as they do inland a hundred miles. We are directly between the Atlantic Ocean and the Chesapeake Bay.

It is hard to find a section of the country where my plants are not being grown. If you have never tried Townsend's Thoroughbreds write me. I will give you the names of parties near you who have been to see my plants in fruiting season. This would be the best advertising I could name. I could refer you to many of the largest association managers in the United States who could show you fields after fields.

MY CUSTOMERS ARE MY BEST SALESMEN

I try to grow the best for them it is possible for me to grow. I put my whole time in this business from Christmas to Christmas. They do the selling. Their kind words keep me cheerful while I am hard at work for them. I went into this business looking for and expecting success. I am proud to say that I have not been disappointed. But on the other hand my success has been far beyond my own expectations. Here is the secret: I have done my best to please every customer that I have ever filled an order for. In most cases I have succeeded. They have spread the news to their neighbors and friends until Townsend's name has become a household word. Townsend's Thoroughbreds are known everywhere that strawberry growing is practiced to any great extent.

A WONDERFUL PLEASURE TO ME

It would be a wonderful pleasure to me to meet every friend and customer face to face and have a hearty hand shake and talk the business over in our own way. This will hardly be possible on earth. But our dear old friend, Uncle Sam, has provided a way by his messenger that we are not very far apart and we can tell each other our troubles and our wants and we are only neighbors after all.

SPECIAL OFFER

Anyone wishing to set a family patch and not knowing what varieties will suit their wants best, just write for this collection. I will give them my whole life experience in filling this order. No matter where you are situated I can please you, and will give you varieties that will bear fruit almost continually from early spring until late in the fall. This collection will include the Fall Bearing sort, (ever bearing) and you will be more than delighted with my make up. 500 plants for \$5.00; 1,000 plants for \$10.00 by express prepaid.

I will furnish enough of my Thoroughbred plants to set one acre for \$16. Seven thousand plants, my own selection, will furnish all early, all mid-season early to late or late. I will furnish only varieties that are adapted to your locality and guarantee to please you. I have been making this offer for several seasons and find it one of my very best for making new FRIENDS. If you are a new beginner this offer should certainly appeal to YOU.

REMEMBER—7,000 Good Plants for only \$16.00—My own selection.

E. W. TOWNSEND, SALISBURY, MARYLAND

Please do not forget to send in the names of your friends, that they may receive a copy of this book, free.

I will appreciate also a photograph of your berry field, showing Townsend's Thoroughbred plants.

I also wish to hear from every little boy and girl that received my offer of the past season. Also their photographs. The best letter with photo will receive 1,000 fall bearing plants free. This will mean a small fortune to any boy or girl in a few years.

Short crop of plants in nearly all sections of the country, especially the West.

At this writing, October 1st, I have received many letters from the leading plant growers throughout the country saying the plant crop was almost an entire failure with many of them. Many said that they would not do any advertising at all and would have to make their prices much higher. Many of them wanted to contract with me for a large supply to fill their orders. To all of these growers I have stated that I am in a position to take care of a great many of their customers, and that their orders may be filled direct from my nurseries.

NO PLANT SHORTAGE WITH ME

I have the largest acreage in plants that I have ever grown and considerably more plants to the acre. In fact, my crop is high-water mark, both in quantity and quality. I am making extra preparations for the largest season in my business, and expect to be able to take care of all my customers in the usual manner. And if they will favor me with their orders in time I promise that all will be filled perfectly satisfactorily in every respect, both in quality of plants and prompt shipments.

PRICE NOT INCREASED

I shall not increase my prices this season, but, in fact, shall make many varieties lower in price, especially on my new varieties that I have a large stock of for the first time. I shall not charge over five dollars per thousand in thousand lots for any variety except the fall bearing sorts, and the bulk of the standards will be priced at the usual prices of \$2.50 to \$3.00 per 1,000. I realize that I could get double the price I shall quote this season, but this I shall not do. I feel thankful that I have been enabled to grow this fine crop of plants, and I want to show my appreciation by dividing my good fortune with my thousands of customers and show them that I have the live and let live spirit.

ORDER EARLY, PLEASE

I truly hope and believe that you will do this. I want all my customers to be at the first table. I shall have plenty for them and plenty to spare. By doing this you will assure ourselves of not being shut out and will also cause many a poor fellow to get plants that might not be able to do so if you delay your orders. I assure you that it will not cost you any more to place that order early than at the last moment, and you will have even more than that advantage. You will be sure of getting just what you order. You certainly were prompt in sending in your orders the past season. It was a great help to me. I hope that it was to you. The bulk of my orders the past season were booked in January, soon after the catalog had reached your hands.

NO SUBSTITUTION UNLESS YOU SAY THE WORD

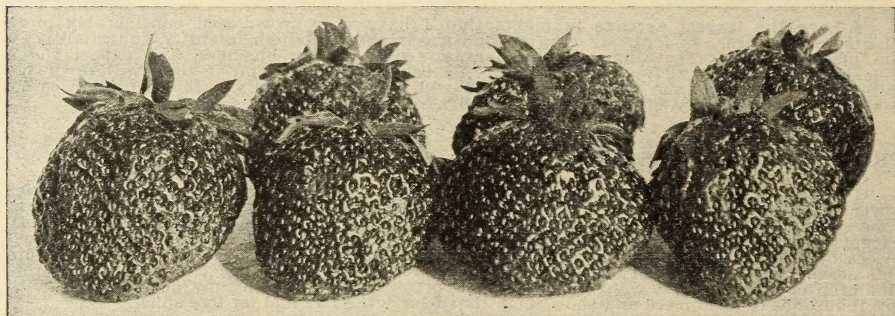
If it happens that you cannot get your order in early or do not receive this catalog until very late I will thank you to give your second choice when selecting your varieties. Unless you do this I shall return your money for the varieties I am sold out of.

Describing Varieties of Strawberries

This is the catalog writer's hardest task in compiling the book. As there are so many varieties on the list with almost the same description and sometimes just the same description will answer for several varieties. It is my desire to make the descriptions as brief as possible, and give the true description as the variety has behaved with me together with reports received from other sources. One reading over the lists in the various catalogs is sometimes led to believe that there are no bad ones, but all good, better and best. There are few varieties in existence that are good in every locality. Thus it becomes very important that one should be familiar with the variety before setting largely of it. Your nurseryman can often be of great benefit to you in selecting for you. It has been my purpose for years to encourage growers to grow a small testing plot each season. This testing plot proves both profitable, and it is a great pleasure in growing and watching their behavior. I prepare special collections each season for this purpose, or one may test out my entire list, 25 plants, each with a very small cost, and it does not require much space to set and grow the plants. My own testing plot is my greatest pleasure resort each season. It is here that I learn all about them and am thus enabled to pick out the favorites and discard the unfavorable sorts.

Uncle Sam (Per). This variety was sent me from St. Louis, Mo., spring of 1907, in competition for a prize for the best dozen plants of an extra early variety. I will say that it easily won the prize, both in foliage and fruit. It is by far the strongest plant grower of all the extra early varieties. Plants strong and stalky, dark and healthy appearance. Free from rust. Fruit extra large and holds the size well until the last pickings. As firm as one could wish for any distance shipments. Color very dark red when fully ripe; ripens red all over, no green tips, and the dark color extends clear to the center. Fruit is quite acid until very ripe, but the flavor is considered grand and one of its strongest points. Is productive enough to grow 10,000 quarts to the acre under proper cultivation. The Uncle Sam fruited

them make their stay with the growers very short, in fact, ninety per cent are discarded after the first trial. It has been the policy of the writer for many years to test almost every new variety that comes under his notice. Thus it can be readily seen that I have seen the going of many new varieties, and have had the pleasure also of being among the first to get all the good ones that have been introduced. The Missionary was picked up by me as a come-by-chance variety. I fruited it two seasons in a small way. I soon found that it had unusually strong points for a commercial berry, being exceedingly firm and attractive. I shipped them to Boston and had them returned to me by express. I found they reached me in good, sound condition after seven days. I at once sent them to the



Brandywine, one-half natural size.

a heavy crop the past season, when the Excelsior, planted by its side, was an entire failure. Its heavy foliage is a great frost protector. After testing this variety with the Excelsior once, one would never think of planting the Excelsior again. I have placed the price in reach of all this season and have a good supply of plants, as will be seen by cut.

Excelsior (Per). One of the old-time bests. Needs no description.

Lady Townsend (Per). Extra early. Good, free plant maker, fruit medium to large, quality fine. An excellent market variety and particularly fine for family use.

Oaks Early (Per). A free plant maker, does well on any soil. Fruit medium in size, quality good. Is a great favorite in the South, and as far North as Delaware. One of the very best shippers.

Climax (Per). For many years this has been a leader as an early variety in many of the largest berry growing sections. Has a strong, clean plant, particularly hardy and a sure cropper. In fact, has a record of 20,000 quarts to the acre. Needs low, springy soil to do its best. It is a sure money maker every season. Does well in most sections. Fruit large, moderately firm, quality ordinary.

(Townsend's) Missionary (Per). (Early). A few words from the introducer of the Missionary strawberry. It is a known fact that there are more new varieties of strawberries introduced each year than all other new fruits combined. Many of

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state of Florida for trial, this being the spring of 1906. I did not send them there with any strong claims. I merely asked the growers to give them a trial and report results. Here are the results: In less than three years from the time the berry was introduced in the state of Florida the Polk county berry growers alone asked for three million plants. Today it is the best known variety in every Southern state, has given entire satisfaction in every section of the Southern states, and indeed the writer has never heard a complaint from any section of the country. The large associations in the Southwest and the West are discarding the Klondyke for the Missionary. For the past four seasons I have never been able to supply the demand for the plants. And the growers have been equally unable to supply the demand for the fruit. It has the **quality**—that's the point. You ask why it is called Townsend's Missionary. I give you the reason. About 1910, all Florida growers wanted the Missionary plants (this being the first name). There were but few of them in the hands of the plant growers at that time. But as the demand was so great many of the so-called nurseries filled orders for Missionary with anything they had like strawberry plants. The next season the growers of Florida called for Townsend's Missionary, hence the name, Townsend, preceding Missionary. Three-fourths of the plants shipped by me the past season were of the Missionary variety. The season of 1913 has been one of the best for me to grow plants. I planted a large acreage and will be able to furnish something like eight to ten million plants.



First Prize.

If it is a strictly Fancy Early variety wanted, take this one. Guaranteed to please.

Baltimore (Per). Since fruiting the Baltimore again I am more than ever pleased with its behavior. The past season was the dryest berry season we growers have ever experienced in the East, many varieties drying completely up on the vines and not being picked at all. The Baltimore was in a testing plot where there were 65 varieties, about 10 of its own season, and it came out far ahead of any other variety in the plot. Hundreds of berry growers visited my testing plots during the picking season and every one who visited the plot was struck on the Baltimore, and many stated that it was by far the best in the lot, which was certainly true. The tops of the Chesapeake dried up and the fruit turned brown, where, only a few feet distant, the Baltimore never withered by the drouth. In a favorable season the size and quality of the Chesapeake is very good and hard to beat, but it is more quickly affected by the drouth than the Baltimore. The size of fruit is large and uniform, not overly large, but almost every berry looks like it came out of the same mold. Has a beautiful color and colors all over and red to the center. Flavor mild and sweet, top shaped as shown in cut. There is only one close competitor of the Baltimore and that is the Joe Johnson. Where a medium to late variety is wanted these two varieties should be added. The stock of plants is small this season and the Baltimore plants can only be sold in small lots. Don't fail to try them this season.

Joe Johnson (Per). Season, mid-season to late. This variety is being offered to the public this season for the first time, notwithstanding the fact that it has been grown and tested in this country for several years. It seems that no one knows just where it came from, but that does not alter the fact that it is one of the most profitable varieties that are being grown in this country to date. I saw this variety in fruit the past season along with several others of our very best varieties that ripen about the same season, and it was miles ahead of its closest competitor, the Chesapeake not excepted. It is a larger berry than the Chesapeake, ripens a few days earlier, has the finest appearance of any strawberry I have seen. Colors all over, no green tips, and has the largest calyx of any berry I have seen. This greatly adds to its beauty. The flavor is all one could wish for, foliage and plants are perfect; shows no sign of rust. I have seen it on several different soils and it seemed to do equally as well on one as the other. I predict a great success for this new variety, and as I con-

March 30, 1912.

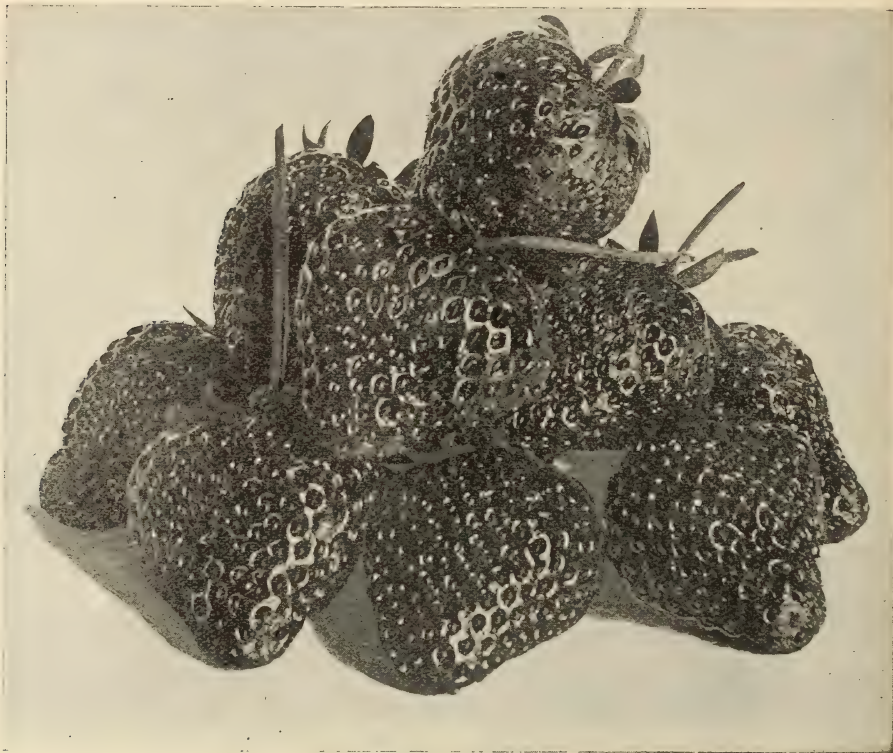
Mr. E. W. Townsend.

Dear Sir: Inclosed please find check for \$80. The plants seem to be in good condition. I will take them home today.

Yours truly,

W. T. ETHERIDGE,
Norfolk, Va.

R. F. D. No. 4.



Townsend's Missionary

The greatest Southern Commercial Berry. Buy your plants from the originator.

trol a large supply of plants this season. it is being introduced under most favorable circumstances, as the price will not interfere with anyone wishing to test it. Price, \$5.00 per 1,000; \$1.00 per 100; no less than 100 plants sold.

First Prize (Per). For the first time I am able to offer this variety at a price within the reach of all berry growers. I have had this variety under test for several seasons and it has been sent out to all sections of the country and has proven a great success, and the demand today is greater for this variety than any one on my list. It seems to be as near a perfect variety as it would be possible to get. I describe it as follows: Early in season, but not an extra early bloomer, foliage beautiful, plants strong and healthy, with a wonderful root system, not a blemish of rust ever shows on them, sets plants just right for a good crop, and every plant is a fruiter; is as productive as one could wish, fruit extra large and is classed everywhere grown as strictly fancy, has a double calyx that remains green until the fruit is decayed, no matter how dry the season. Color bright scarlet with a mild flavor resembling the wild strawberry, is firm enough in most cases to be classed with the good shipping varieties. While it has not a tough skin, the berry is much lighter in weight than most varieties, which adds to its carrying qualities. I

have grown them every year for the past seven years and it has not failed each season to produce a fine crop. It sells for more money at the loading stations here than any variety that goes to the market. I sent this variety out with a guarantee to please or refund the purchase price. Several hundred orders were shipped in this way two years ago and not a single complaint has ever been made. Every strawberry grower should test this variety this season as it is a sure winner. The price this season is \$5.00 per 1,000, with lesser quantities as per price list. I shall set several acres for fruit this season, as this is the first time I have been able to get a stock of plants so that I could set them by the acre.

Early Queen (Per). Early to mid-season; crimson color, somewhat wedge shaped, colors all over, large to extra large, very attractive, flavor fine, yields heavy, a strong plant maker and a great drouth resister, an excellent variety and one that is becoming my very best seller, has been thoroughly tested in almost every state in the Union and seems to do well everywhere.

Chipman (Per). A very good all around variety, size medium, of the Klondyke type, suitable for either home or commercial purposes, very productive and ripens its crop in a few days, plants small and upright, does best in northern sections.



Chesapeake.
Copyright 1913, E. W. Townsend.

Missionary.
Copyright 1913, E. W. Townsend.

Success (Per). A variety that has made good on its own merits, has never had any boastful advertising, but when once sold in a community becomes a favorite; fruit large to extra large, good quality, firm and productive; has a fine appearance. Plants strong and healthy.

Nanticoke (Per). Early to midseason. This variety covers a long season, is a sure cropper and a general favorite wherever grown, fruit medium sized of the very best quality, very productive, firm, bright color, red to the center, resembling the Marshall in many respects, to which I think it related.

Roadside (Per). An early to midseason variety, has its greatest popularity in the state of Delaware, where it is grown for shipping purposes, very productive, fruit medium in size and quality, moderate plant maker.

Maple (Per). Season early, a great plant maker, fruit medium size, with fine color and flavor, a good one for family use.

Ekey (O. I. C.) (Per). This variety is known by two names at least, and is a general favorite wherever grown, is a maker of extra large plants, that holds the fruit well from the ground, plants show no blemish of rust and is a sure cropper, fruit large and pointed with extra fine flavor, firm and productive, will sell well, ship well and eat well. Is largely grown in all the berry districts of the East, and known by most growers as the **Ekey**. I have a fine supply of plants at low prices.

Imp Lady Thompson (Per). This is an old tried variety and does not need any description, has always had its greatest popularity in the South, but the Missionary knocked them out in many of their strongholds. I always grow a large lot of Thompson plants and usually sell out.

My stock is fine this season and I can supply all who send me their orders.

Klondyke (Per). Medium early and popular. Needs no description, as it is generally grown all over the country. I will add that my stock of Klondyke plants is probably larger than grown by any other plant grower in the country and all are from selected stock and will bear two quarts, where plants set from fields with no selection will bear one. I have plenty of customers that back me up in this statement and some of them even make it stronger than the above. If you are in the market for Klondyke let Townsend supply you. My prices are low and better stock cannot be had. I sell more Klondyke and Missionary plants every season than any other nurseries in the world. I supply the leading berry associations with these varieties by the hundreds of thousands. Let me know your wants before you place your order this season. Samples and testimonials will be furnished free.

Highland (Imp). A grower of strong upright plants, very productive and good quality of fruit, moderate plant maker, fruit large, is mostly grown in the West. Not a favorite in some sections.

Tenn. Prolific (Per). This is an old true variety. Needs no description. Has been on the list a long time and is likely to remain a long time yet. Fruit large and good quality, very productive.

Helen Davis (Per). Fruit medium to large, of very good quality. Plants are productive, makes a strong growth and is proving very promising with all the large growers. Holds up well in size and calyx remains green, color crimson to the center. Firm enough for a good shipper. The quality is one of its strongest points. This is a variety that you will not go wrong in planting. I have a fine stock of Thorougbred plants to offer you this season.



Wilkins Early.

Senator Dunlap (Per). A general favorite in many sections of the country, and one of our very best sellers, a variety that will suit anyone for most any use, a strong grower and healthy, although plants are usually very small. The fruit is medium to large and with excellent quality. Dark red and glossy seeds show prominent, making it a very beautiful as well as useful variety. If you have never tried the Dunlap I would advise trying them this season. I have yet to hear from any section where it failed, although it has not been planted nearly as much in the South as in the North. I have a fine stock and prices are low.

Hoffman (Per). An old favorite, fruit extra fine but not prolific. Many better ones to be had.

Virginia (Imp). A good variety and a sure cropper. Good, strong plant maker, free from rust, fruit medium in size, firm and of good quality. Very productive, a general favorite. Does well when set with Climax.

Lea (Per). Introduced only a few seasons ago, but seems to be gaining ground, fruit medium in size, quality ordinary, color bright red, very firm, an excellent plant maker and free from rust. I recommend it for trial.

Heflin Early (Per). A very popular variety in some sections, but a failure in others.

Has its greatest popularity in the Carolinas and Virginia. Fruit extra large and good quality, but very shy bearer.

New Superior (Per). This is of the old Superior type, a great plant maker and in fact must be kept cut out to give best results. If not allowed to grow too thickly in bed is one of the very best varieties to date. Fruit large and fine quality, always reaching market in splendid condition, no matter how the weather. This is one of the productive sorts and should be grown in all sections where the early frost is a danger. It is a continuous bloomer and if killed down will then bear a full crop. Recommended especially for the North, although will carry well from Florida to Boston, and is doing well in Florida.

Saxton, Pa., April 17, 1912.

Mr. Townsend.

Dear Sir: I received my plants on the 12th in fine shape, well packed, as nice, if not the nicest plants I ever received from any nursery, and I have got from a good many. Thanks for the Aromas you sent me free. It has been too wet to plow, but have them heeled in good. Hope I will have good luck with them.

Yours very truly,
D. M. RAMSEY.



Joe Johnson.
Copyright 1913, E. W. Townsend.

St. Louis (Per). A good early sort for home market or northern parts of the United States. A free plant maker with extra long root system and stands the drouth well. A sure cropper. Fruit light scarlet, size extra large, but not firm enough for a shipping berry only to close markets. Very productive.

Early Ozark (Per). This is a general favorite extra early variety. It begins with the very earliest and ripens its crop in a very short time and is soon out of the way before the midseason varieties come in. The plants are large and bushy; free from rust, healthy, vigorous and productive. Fruit extra large and good quality. Dark red to the center. In productiveness it is second to but few. Very firm and is classed with all buyers of berries as one of the best shippers and always brings top prices. My stock is true to name and I have a large stock and the prices are right. This variety has had a hard trial to pull through, as there were so many varieties sent out under this name. Order Townsend's Thoroughbreds and you will get the genuine. Does well in all sections.

Fairfield (Per). This is a very good variety and is a great favorite in many sections. One that we always sell out on early. Plants strong and healthy. Fruit large

and good quality. Moderately productive.

Michaels, Early (Per). This is an old variety and needs no description. Planted now solely for table use, as its quality is unexcelled.

Wilkins Early (Per). This is said to be the earliest variety yet introduced and said to be too early for the Northern states. It is a new one to me, but comes highly recommended. Good plant maker, plants healthy, fruit extra large and of good quality. Anyone wishing to test this early variety in any section will be sent same with a guarantee to prove as represented above. Price, 25 plants \$0.50; 100 plants \$1.50; 500 plants \$5.00.

Haverland (Imp). A well known variety and one that has proved itself very popular. The Haverland has one serious fault—that is, the fruiting stems are unable to hold its immense crop of fruit from the ground. For this reason it is advisable to mulch the beds in winter; if not the fruit is always very sandy. Makes an excellent mate for Dunlap and is still grown in some sections more than any other variety.

Hummer (Per). The Hummer is a very popular variety in many sections, bears a



This field of plants is said by many experts to be the finest plants ever seen in the State of Maryland. Prof. T. B. Symons, who inspected our fields September 1st, made the remark that they were the finest that he had ever seen grown anywhere. (The photograph does not really give them justice.)

heavy crop of fair quality fruit. Good plant maker and free from rust. It has not been grown largely in the East, but we always have a demand for all the plants we grow.

Oswego (Per). Midseason. Berries long, wedge shape, light red on the under side, deep red on the top, but no green tips. Flavor mild. Is enormously productive and bears good crops every season, producing better crops the second and third years than the first. Does best on high, light soil, and may be grown on thinner soil than any other variety. Is called the poor man's berry.

Pineapple (Per). One of the best on the list for home use. Not overly large, but has a delicious flavor, not only of the strawberry, but the pineapple flavor is readily tasted. Its pineapple character is readily detected by the odor as well as the flavor. Valuable alike for the home garden and market.

Marshall (Per). Noted for its very fine flavor and appearance. Not a productive variety at all, either in plants or fruit, but has the quality to make up. Every berry is a perfect one. The Marshall is a general favorite in many sections where a strictly fancy berry is in demand. I have the largest acreage in Marshall this season I have ever grown, as I have always been short of plants. I determined to try to grow enough to fill my orders for 1914, and think I have succeeded. So please favor me with your order again if you desire this variety.

Ryckman (Per). Midseason, of the New York type. Fruit large and handsome, but not firm enough for the Southern states. Does very well north or for a close market. Flavor mild and considered good for table use.

Wm. Belt (Per). Midseason. This is an old popular variety which many newer varieties are classed with as to flavor. For a home variety it has but few equals. Plants always in great demand.

Nanticoke (Per). Midseason. This is a new variety introduced by me in 1911. It proved very popular the past season in several sections. Makes a moderate supply of strong, healthy plants, fruit large, conical shaped with mild flavor. Color bright red, fruiting season short. I predict that it will become a standard in a few years or as soon as enough plants can be grown to supply the growers. My supply is limited this season.

Golden Gate (Per). Midseason. Introduced by S. H. Warren, Esq., the grand old strawberry man of Massachusetts. It is a strong plant maker, entirely free from rust or any other disease. Seems to do well on any soil; always brings forth a large crop of well-matured and fancy fruit. If you are undecided what to plant, take this one. I guarantee them to please you if it is a fancy berry you want.

New York (Per). Midseason to late. This is one of the largest berries grown and where a fancy berry for local market is wanted it is a great favorite. Too soft to ship well.

Aroma (Per). Late. Not quite as late as Gandy in the beginning, but will continue nearly as long. Bears an immense crop of very fine fruit that will stand shipping to distant markets. My orders run in the millions for the Aroma plants every season. Its greatest popularity is in the West and Southwest, but it is a good one everywhere. Write me for special prices on large lots.

Parsons Beauty (Per). Midseason. This is a tremendously productive variety of the Haverland type and will do well for any local market, but not recommended for distant markets unless grown in the North. It is a general favorite in the Northern states, being one of their heaviest croppers and is one of my best sellers; plants strong and vigorous, free from rust, and berries average large and flavor fine. I have known them to pick 12,000 quarts to the acre.

Paul Jones (Imp). Midseason. In the Paul Jones we have another very popular variety. The originator claims it to be the most productive variety grown. I have only fruited it one season and find it to be very productive and quality fine, size medium to large, of good, firm quality. It is a general favorite in the state of Delaware, which speaks much for it. I am well pleased with the Paul Jones here on the grounds. I have a very fine stock of plants this season and hope to see more of its behavior, as the demand the past season was so great I sold almost out before I knew it.

Wildwood (Per). Early to medium. Hails from Iowa. Another great plant maker resembling the wild berry. Has a wild flavor also and is recommended for family use only, as the fruit is small and very soft and would be no good as a shipper.

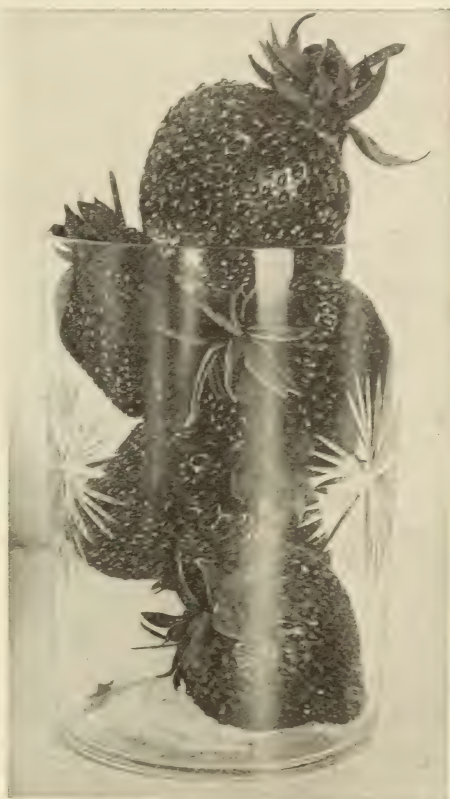
Mammoth Beauty (Imp). Medium to late. Very large, moderately firm, productive, resembling the Haverland in appearance, only difference fruit is larger.

Sample (Imp). Late. Dark red, top shaped, good cropper, too well known to need description. One that we sell out on every year. One of the very best imperfect varieties.

Glen Mary (Per). Late. Dark red, somewhat varied in shape, large to very large, flavor very rich, very productive, good plant maker. I recommend some other perfect flowering sort set with Glen Mary to secure best results. Parsons Beauty or Aroma are excellent to set with it.

Norwood (Per blossom). Midseason. This berry has been widely advertised and needs no description from me. It is supposed to be a cross between the Marshall and Corsican. The Norwood is a very fancy variety with me, doing its best under good cultivation. The plants are large and healthy, making a moderate supply. Not very productive, but every berry is a good one. The flavor is good enough for a king. I recommend it where a strictly FANCY variety is wanted or for family use. Some catalogs claim that four berries have filled a quart box. I have not grown any that size, but have them as large as I desire. On account of being a moderate plant maker the plants have to sell very high. I have a fine stock this season.

Improved Marshall (Per blossom). Midseason to late. I purchased this strain of Marshall three years ago from an agent canvassing through this territory. I find that it does not resemble the old Marshall but very little, but it is a far more



Mascot, one of the largest and latest.

valuable berry with me than the Marshall that has been grown here before. I describe it as follows: A moderate plant maker of choice, strong, well-rooted plants of the multiple type. Fruit large to very large; colored through and through; flavor as fine as you could wish; very firm. I class it as a strictly fancy variety. For the size of the fruit I know of nothing that is more productive, and while we have had two dry seasons since I have been fruiting it, it has never failed to bear an extra heavy crop of fine fruit. I have discarded the old Marshall altogether for this one and recommend my customers to give it a trial.

Fendall (Imp). Early to late. This is one of the longest season varieties I have ever grown. I picked berries from them the 15th of May and 3rd of July the same season. Good plant maker entirely free from rust. Fruit large to very large when properly fertilized. Flavor mild. One of my best productive sorts. I recommend setting an early and a late variety with

perfect blossom for best results; say one row Helen Davis, four rows Fendall, one Chesapeake. This would make an ideal patch. All good varieties in almost all sections.

Bubach (Imp). Midseason. This has long been the standard in many sections and is still grown in large quantities. It does its best when planted on low springy soil. For home market I know of nothing that will pay much better in the old standard varieties. I have a fine stock of plants this season.

W. W. W. (Per). Midseason. This variety is a favorite here and I know of nothing that did better the past season in my trial beds excepting the BALTIMORE. Plant growth is excellent, strong multiple crowns that bear an enormous quantity of fruit of the very best quality and size. Will bring fancy prices on any market. In my estimation it is an ideal commercial variety. I cannot grow enough plants to supply my trade.

Winner (Per). One of the new varieties that were introduced in 1912. Very productive. Haverland shaped, but of much better quality.

Amanda (Per). Midseason to late. A seedling of Sample, and resembles its parent in every way, except it has a perfect blossom.

Darlington (Per). Late. Resembles the Gandy very much, but seems to be more productive and not so likely to rust. I recommend it to all commercial growers that desire a large late variety.

Deacon (Per). Described as the lazy man's berry. Said to grow with little cultivation and on very thin land. But I advise giving same care and cultivation as you would any other variety to get best results.

Roosevelt (Per). Medium to late. Named for the great Bull Moose by one of his admirers. The Roosevelt is a wonderful variety and will fill almost any want desired in a strawberry except earliness. Quality is fine, size is good, heavy yielder, good plant maker, seldom fails to produce a great crop of fine fruit. It grows everywhere on any soil.

Splendid (Per). Second early. Good plant maker, fine cropper, rich in pollen, which makes it a good variety to set with imperfect sorts of its season. Size large when kept thinned in bed, otherwise the fruit will not get its size.

Twilley (Per). Medium to late. Introduced by W. F. Allen, 1911. Good plant maker. Seems to do well on most any soil. Very productive, fruit firm and of good flavor, size medium to large.

Uncle Jim (Per). Of the New York type, said to be the same by many, but I think there is a difference and that the Jim has the best of the two. The Jim is the largest berry grown by me, I think, when the season suits it. In fact, I have seen them so large that I really thought they would have eaten better and looked better if they had been half their size. Strong, healthy, productive, just the kind to plant for local market or where they can be picked today and sold tomorrow. I have a full stock of THOROUGHbred PLANTS and they are great sellers.

Cardinal (Imp). Midseason to late. Size, medium, quality good, productive, good plant maker.

Governor Rollins. Originated in Massachusetts. The fruit is perfect, large and of good quality. Holds well in season. Resembles the Brandywine.

Governor Fort (Per). Late. Fruit large, very firm and of good quality.



Big Joe.

Salisbury (Imp). Second early. I have yet to see a variety as firm as the Salisbury, this being its greatest quality. Fruit medium size, quality ordinary, good plant maker, hardy in every way. Will easily ship from one side of the country to the other and be in perfect condition. For preserving it has no equal.

Patagonia (Per). Luther Burbank's new variety. Comes very highly recommended. I have not fruited it yet, but recommend it as a trial, as it comes from so good authority. Quality said to be unsurpassed by any variety grown.

Bethel (Per). Early to midseason. Originated in Delaware. Size large, firm, good color and good quality. Very productive. Is said to be one of the leading market sorts in Delaware.

Barrymore (Per). Midseason. Originated by Chas. Crane of Massachusetts. Fruit large, dark red, of good quality, firm enough for long distance shipments.

Meteor (Imp). Resembles the Sample. If you have one you do not need the other.

Orem (Per). Season late. Fruit medium to large, of good quality, of the Gandy type.

Buster (Imp). Of the Bubach type, same season and about same size, color and quality. One of my best sellers.

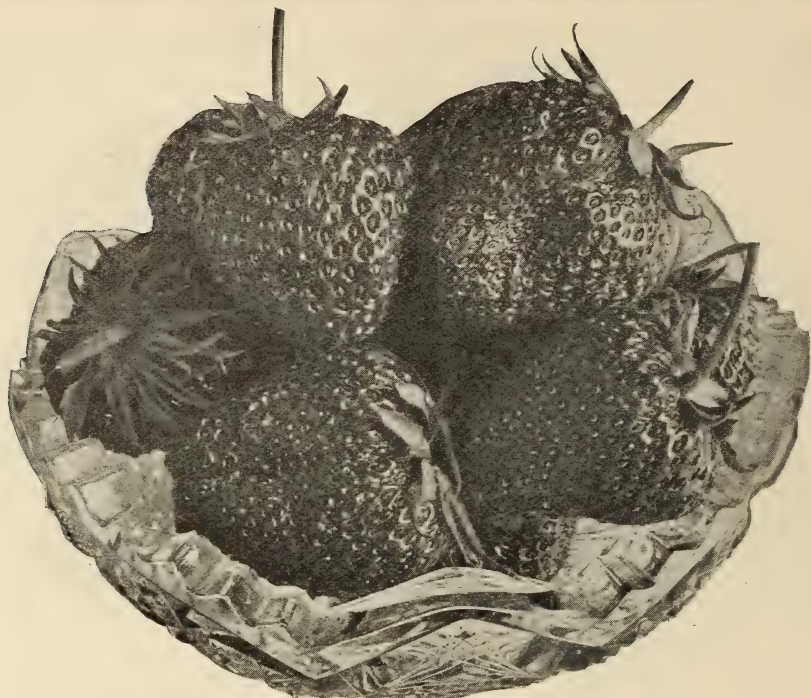
Evening Star (Per). A seedling of the Gandy, large, good flavor and productive.



Progressive (Everbearer).

The New Race of Strawberries

There has probably been more said and more curiosity raised over the fall-bearing strawberries than any other new fruit that has ever been introduced. They are the 20th Century wonder, no doubt. That they do bear fruit almost continuously from May until December is a sure fact. That some of the varieties are our very best spring croppers is a sure fact, and that notwithstanding the spring crop they do continue to bear all summer and fall without any more attention than the ordinary common strawberry. That the yare more hardy than other varieties is a fact; and that they will stand a good frost and then continue to blossom and fruit, even until the snow flies, is a fact. And no wonder they are a wonder. I was among the first plant growers to secure plants of this wonderful new race of berries, getting my stock from Mr. Cooper direct. I have seen the beginning of the new race but I do not expect to see the ending, as I feel sure that they have come to stay and will eventually take the place of all others in time. I feel very sure that in a short time there will not be any varieties grown that do not have the fall-bearing blood in it. There is being a great improvement going on each season with this new race. They are in the hands of all kinds of experimenters and are being crossed and re-crossed with all the best leading standard varieties and marked improvements are being made. For the past seven years strawberries have been as common with us as potatoes. There is hardly a day that they are not on the table fresh from the fields, from May 10th to December. My fields have become the show grounds for the surrounding country. The folks flock to our fields almost daily with their baskets to be filled with the delicious fruit. The telephone is kept busy by parties ordering their berries to be sent to their homes. There is a ready sale every day they are in fruit. And it is a fact that the more berries one eats the more he wants, so it is impossible to fill the demand. You say, is the demand as good for the berries in summer and fall as it is in springtime? I answer, yes. And that it will be the summer fruit that will not have to take a back seat and not the fall-bearing strawberry. I do not expect to live long enough to see the demand supplied for fall-bearing strawberries. And I am a young man and feel very much like living on. Now, it is a fact that not all the varieties of fall-bearing strawberries that have been introduced have been profitable to cultivate. I have had many of them on trial that I discarded after one trial. You will be told by many plant growers, no doubt, that they are all good, all sure croppers and all productive fruiters in the fall. I say not. There is only a few varieties to date that are good ones; that are good plant makers and sure fall croppers the first season. The two best varieties to date are the King Autumn and Progressive. Both are good plant makers and will bear a good crop of fruit the first year set. There are several varieties that are sure to bear fruit in the summer and fall months, but they do not make but few runner plants and only produce a small amount of fruit in the fall months. I give the true description of each variety as near as it is possible.



Baltimore

King Autumn (Per). A free plant maker. Plants strong and free from rust. Fruit largest of the fall bearing class; fruit very firm, bright scarlet, red all over, quality very fine. Plants set in May or any time in winter or spring will fruit same season from July to December; fruits on new runner plants the first year; does best when grown under the Hill system. Bears its best crop the second year, can be picked almost daily from May until December. Plant in springy soil. A valuable variety and one that should be grown by everyone who has a square yard of land.

Progressive (Per). Introduced by Rock Hill, Iowa. Was first known as Rockhill's No. 16. Introduced last season. It is of the Dunlap type, a strong plant maker and the most productive fall bearer of the lot. The fruit produced in the fall is by far the best flavored strawberry I have ever tasted. It is one of these kinds that when you get started to eating it, you do not want to stop. It will produce just all the fruit you want it to; fruit medium to large, dark red when ripe and good enough for a king in any season. Will produce paying crops both the first and second years. Over 1,000 quarts of berries picked the first year from 500 plants set in April.

Superb (Per). Ranks third with me in the fall bearing sorts. Fruit is large and very fine flavor; is a good plant maker, but not quite as productive as the former, although fruit larger; does best the second fall. Is really the best of the three the second year from July to December. Picked at the rate of 12,000

quarts to the acre the second year. There is no limit to the demand for this fruit.

Perpetual Motion (Per). This variety is about the same as the Pan-American. The first variety that was introduced; very poor plant maker, fruits from May to December the first season, on both new and mother plants. Is specially adapted to hill culture. Fruit large, good quality.

Iowa (Per). Description of the above fits this one also.

Giant Hybrids. These are from seeds of the leading fall bearing varieties that have not been separated since grown from the seeds. Anyone wishing plants for experimenting purposes to select new varieties from should not fail to get 100 of these plants. This is the way all the best varieties are brought about and a collection of 100 may mean a fortune to you.

Americus (Per). Americus, claimed by many to be the best of the fall bearing class, is a good one, but not the best by any means. Size small, bright red, flavor very fine; will bear a good crop if fruit is kept off until August, but otherwise it will not have a heavy crop in the fall.

Francis (Per). Similar to the above in growth of foliage, but much more productive. In fact, to produce plants the fruit must be kept picked off the first season up to August, anyway. If this is done a very good crop may be expected, both in fruit and plants.

Productive (Imp). This is the best imperfect blooming variety to date. Is very



A thoroughbred Barkley plant in fruit.

productive all the entire season, no matter if blossoms are left; size medium, very firm, quality only ordinary. I recommend King Autumn or Superb set with them.

Dew Drop. A fall bearing variety, quality very poor and very uncertain cropper, even in favorable seasons. I shall discard it altogether, and do not recommend it this season, as all others are better.

Autumn (Imp). The second introduction, and is one of the parents of the many fall bearing varieties. The Autumn is one of the heaviest yielders in the spring crop, but not a heavy fall cropper; fruit small, good flavor; has an excellent appearance and a favorite berry for canning. About size of large cherries and just as round. It is profitable for the spring crop alone, for I do not believe that there is a variety in the world today that will equal it producing fruit in the spring crop.

Pan-American (Per). The mother of them all has many good qualities, but the offsprings are proving much more profitable. and the old parent will soon have to take a back seat as a fall bearing sort, although it is far above the average spring croppers. I have seen one full quart of berries picked from a single plant at one picking in June.

Maryland Prize (Imp). Early to late. This is one of our introductions and is proving very profitable. To secure best results should be fruited with both early and late perfect blooming varieties or fruit with the Helen Davis, and you have a fine pair. I know of nothing that would please you better. Both all around good varieties and will rank as strictly fancy. Both varieties need good soil to secure best results. I have a fine stock of plants of each. Strictly pure.

Barkley (Per). Early. This is another variety that hails from Nanticoke, Md., where so many good ones have come from. It was given me to test three years ago and I have found it as follows: A deep crimson top shaped, flavor rich and delicate, produced enormous crops of very large berries; begins to ripen early and continues until late in season, berries hold up in size until very last pickings. Foliage strong and healthy. Makes an excellent pollenizer for any early to medium early imperfect sort. It is a variety that has come to stay, firm enough for a good shipper and should be classed with the fancy class. Quantity of plants limited.

Ernest (Imp). Midseason. One of our favorite midseason varieties. A heavy cropper and good shipper. Fruit large to very large; round, uniform shaped, well colored. Is becoming a great favorite. One of my recent introductions.

Gem (Per). Late. This variety was introduced by Mr. A. F. FREENY of Wicomico Co., a lifelong berry grower, Mr. Freeny fruiting it first in 1911. Being a very dry season, when the Gandy and Chesapeake dried on the vines, this berry produced a fine crop of the finest fruit I saw that season. I was charmed by its appearance and at once engaged all

Plant City, Fla., April 8, 1912.

E. W. Townsend, Salisbury, Md.

Dear Sir: Enclosed please find check for 5,000 Missionary strawberry plants. Please send at once. I got the other 10,000 O. K. They were simply fine, and as stated in wire, increase order 5,000, so am sending at 10,000 rates. I am recommending your plants highly, so please send at once thoroughbred Missionary plants.

Very truly,
FRED B. ROBINSON.

the plants he had to spare the next season. Season same as Gandy. Strong plant maker, making the heaviest, strongest plants I ever saw. Rich, dark red color, free from rust, holding the fruit well off the ground. Fruit extra large, in fact the largest berry I ever saw, not excepting the Norwood. Color bright red through and through, flavor mild, extra firm. Will be one of those that has come to stay. So far it has proven extra productive. Mr. Freeny says three times as many as the Gandy. I have placed the price in reach of all and hope my customers will not fail to test them.

Townsend's (Per). Late. This berry is one of my best money makers, coming a little ahead of the Gandy and being equal to that grand old sort in bringing the money in the market, makes it much more profitable to grow. Will yield twice as many berries as the Gandy. Good plant maker and free from rust. I cannot grow as many plants as I can sell. The demand gets greater every season.

Mascot (Per). Late. The latest berry grown by me, excepting the fall bearing sorts. For an all round late variety I know of nothing better. Extra large, fine flavor, productive and has extra long season. There is a great demand for plants, which shows its popularity. Buy the true stock from me. I have a fine stock this season.

Nick Ohmer (Per). One of the very best late varieties for Southern states and excellent shipper. Rich in flavor, good plant maker and a general favorite wherever grown. More productive than Gandy. Free from rust.

Gandy (Per). Late. One of the old sorts, which is often referred to in describing other late varieties. Still very popular with a great number of growers. It takes over a million plants of this variety every season to supply our trade.

Chesapeake (Per). Late. This variety seems to be making more friends each season. The greatest complaint is that it seems to be a very poor plant maker in many sections, especially when set on high land. It is not profitable to grow for plants, hence it is not boosted by many of the plant growers. I consider the fruit as fine as I have ever grown and it is my favorite table berry.

Stevens' Late Champion (Per). Late. This is strictly a favorite with my Northern customers. Size large to extra large, flavor mild, ordinarily firm, not classed as a long distance shipper here, but for home market it is a money maker, as it is exceedingly productive. One of my best sellers in the North.

April 20, 1911

Messrs. E. W. Townsend & Co.,
Salisbury, Md.

Gentlemen: The 5,000 Dunlap plants I got from you opened up fine, so did the 2,500 Klondyke, and the 2,500 Gandy were the strongest that I have ever seen. Indeed you are to be congratulated on sending such thrifty plants to your customers.

BERT E. WHITAKER,

Weissport, Pa.

Brandywine (Per). Late. Dark red, very round in shape, extra productive of the very best quality of fruit. Noted for its shipping qualities. Exceedingly popular with commercial growers in the West, especially California. We have a fine stock of thoroughbred plants.

Black Beauty (Imp). Season late. This is a variety that I especially recommend for family gardens, as it is rich in flavor and sugar. I advise setting with Nick Ohmer for a pollinizer and you will have all you are looking for for table use. Both varieties firm, will keep almost until they are dried up and then be good eating.

Parker Earl (Per). Late. This is a very good late one, but we have better in the Mascot, Gem and many others.

Governor Van Sant (Per). Midseason to late. I quote introducer's description: "This is the grandest berry of the century. A test last year, 13,326 quarts to the acre, was made. Size large, quality good, firm and a good strong plant maker." I saw the fruit the past season at our shipping station and it was certainly grand, bringing the top of the market each day. I liked it so well that I bought the supply of plants from the party growing it here and have about 150,000 plants to offer this season. Price \$1.00 per 100 plants, \$7.50 per 1,000.

Saltzer's Late Mastodon (Per). Season very latest variety grown. Enormous in size, delicious flavor, firm and productive, a strictly fancy variety. Price \$1.00 per 100 plants, \$7.50 for 1,000.

Southern growers stick to the Klondyke, Missionary, Lady Thompson, Excelsior, Northern growers to Dunlap, Haverland, Bubach, Wm. Belt, Sample, etc. We have them all strictly pure from all disease, strong and thrifty.

Rewastico (Per). This new berry was originated in Wicomico County, and was introduced the past season, by Mr. W. F. Allen, who says that he considers it the only real competitor that the Chesapeake has, and in some respects it even surpasses that popular variety. I will say that it far surpasses it in plant growth. I have not fruited it yet, but am sure that it is worth giving a test. The supply of plants is very small this season and the prices will have to be high, and they can only be sold in small lots. I quote them as follows: 25 plants, \$1.00; 100 plants, \$3.00.

Gentlemen: We are very much pleased with the Missionary and Superior plants received today, and return thanks for your large count, and also for the extra dozen Salisbury. Wishing you the success you merit, we are.

M. CRAWFORD CO.,
Cuyahoga Falls, Ohio.

Dover, Del., April 26, 1912.

Dear Sir: I received my order which you here sent me not long ago, in very good condition, and I am very well pleased with the plants. Thinking they are all very good berries and hope I have success with them. I thank you very much for the extra ones you sent and if there is anything else I want I'll be very glad to send to you for them. I am

Yours respectfully,
J. F. SMERBECK.
Deans, Va., Jan. 27, 1910.

Price List of Everbearing Varieties

	12	25	50	100	1000
King Autumn (Per).....	\$1.25	\$2.00	\$3.00	\$5.00	\$40.00
Progressive (Per)	1.25	2.00	3.00	5.00	40.00
Superb (Per)	1.25	2.00	3.00	5.00	40.00
Perpetual Motion (Per).....	1.25	2.00	3.00	5.00	40.00
Iowa (Per)	1.25	2.00	3.00	5.00	40.00
Giant Hybrids	1.25	2.00	3.00	5.00	40.00
Americus (Per)	1.25	2.00	3.00	5.00	40.00
Francis (Per)	1.25	2.00	3.00	5.00	40.00
Pan-American (Per)	1.25	2.00	3.00	5.00	40.00
Autumn (Imp)	1.25	2.00	3.00	5.00
Productive (Imp)	1.25	2.00	3.00	5.00
Dew Drop (Per).....	1.25	2.00	3.00	5.00

Beware of the fellow that offers you fall bearing plants at a lower price than the above. The above is the cream of the list and is the lowest price I have ever been able to make on them. Better place your order early. You are at liberty to order 12 or 25 of a kind when making up your order, or you may receive plants at the 100 or 1,000 rate, as the case may be, or 500 at 1,000 rates. If you are not familiar with the varieties just send me the amount that you wish to invest and I will make a selection for you. Prices are all F. O. B. Salisbury, Md. If you wish sent by Parcel Post add 25 cents per 100 plants.

I have many more varieties of these everbearing varieties under test, but will not offer them for sale this season. Anyone wishing to plant these new berries cannot do any better by looking further. The above is the cream of them all to date. The first three mentioned are the favorites, and are good enough for anyone to tie to at this time. I have placed the price as reasonable as possible, especially so when it is considered the demand there is for them. My main stock of plants consists mainly of the three first mentioned varieties—King Autumn, Progressive and Superb. I quote all at the same price:

12 plants, \$1.25; 25 plants, \$2.00; 50 plants, \$3.00; 100 plants, \$5.00; 1,000 plants, \$40.00.

Particular Notice. I will give free 1,000 of my best fall bearing plants next season to the customer sending me an order this season and making the best report on their crop the first season planted. This report is to be in my hands not later than November 1st, 1914. A photograph of the patch is also requested. Someone will get 1,000 plants free, which will mean a small fortune in a short while. Take my advice—place your order early this season for all the fall bearing plants you can afford to buy. You will find them the best investment thto you have ever made. Order from a reliable nursery and be sure that you are getting the best. The first crop will pay all expenses.

DEWBERRY PLANTS

Austin and Lucretia—\$1.00 per 100; \$6.00 per 1,000; \$25.00 per 5,000.

ASPARAGUS ROOTS, Two Years Old

Giant Argenteuil—500 roots, \$3.00; 1,000 roots, \$5.00.

Palmetto—500 roots, \$3.00; 1,000 roots, \$5.00.

California Privet. Fine, two-year-old stock, cut back last spring. This is strictly fine hedging, 18 to 24 inches. This will make a fine hedge in one season if properly set. Price—2.50 per 100; \$20.00 per 1,000.

Messrs. E. W. Townsend & Co.,
Salisbury, Md.

Gentlemen: Berry plants arrived O. K. and in fine condition. They are the nicest plants I have ever received from anyone. They ran short just a little. There are 20,520 plants. As soon as the weather will permit you may ship the balance of my order.

Yours respectfully,
JNO. G. EBERWINE.

Ohio, April 6, 1912.

Mr. E. W. Townsend, Salisbury, Md.

Dear Sir: Order No. 4539 arrived today and I am more than pleased with the plants. They were a little dry, as they had been on the road four days. They are the finest plants I ever saw.

Yours truly,
ERNEST KOONTZ.

Kathleen, Fla., Jan. 25, 1912.

E. W. Townsend.

Dear Sir: Your Missionary can't be beat in this section.

Yours truly,
W. D. HARP.

Kathleen, Fla., April 30, 1912.

E. W. Townsend & Co., Salisbury, Md.

Gents: I have sold your plants to the growers here for three years and have always got first-class, well-rooted plants. I can recommend E. W. Townsend to anyone wishing to buy first-class strawberry plants.

Yours very truly,
J. Z. KNIGHT.

Ft. Smith, Ark., April 19, 1912.

Mr. Townsend.

Dear Sir: I received your plants. They were the best I ever saw. They were packed so nice, but I didn't order enough plants, so I want a few more. I will be glad if you will put in the premium plants that you give to new customers. My order number was 4608. I thank you for that order.

J. W. MASSY.

Plant City, Fla., March 14, 1912.

Dear Sir: Strawberry plants received the 12th in good condition.

Respectfully,
H. L. LANIER.

Price List of Townsend's Thoroughbred Strawberry Plants 1913-1914

Grown by E. W. Townsend, Salisbury, Md., the Fair Dealing Nurseryman

Extra early varieties—	per 1,000	Paul Jones (Imp)	4.00
Uncle Sam (Per)	\$ 5.00	Roosevelt (Per)	4.00
Early Ozark (Per)	3.00	Mammoth Beauty (Imp)	4.00
Missionary (Per)	2.50	Deacon (Per)	4.00
Excelsior (Per)	2.50	Buster (Imp)	4.00
Lady Townsend (Per)	2.50	Highland (Imp)	5.00
Oakes Early (Per)	2.50		
Climax (Per)	2.50	Late varieties—	Per 1,000
Hoffman (Per)	3.00	Brandywine (Per)	\$ 3.00
Virginia (Imp)	3.00	Gem (Per)	5.00
Lea (Imp)	3.00	Townsend's Late (Per)	5.00
Heflin Early (Per)	3.00	Kate (Per)	5.00
New Superior (Imp)	2.50	Patagonia (Per)	5.00
St. Louis (Per)	3.00	Mascot (Per)	2.50
Early Hathaway (Per)	3.00	Gandy (Per)	2.50
Fairfield (Per)	3.00	Nic Ohmer (Per)	2.50
Michael Early (Per)	3.00	Aroma (Per)	2.50
Wilkins Early (Per)	10.00	Chesapeake (Per)	4.00
		Stevens Late ch (Per)	3.00
Early varieties—	Per 1,000	Orem (Per)	4.00
First Prize (Per)	\$ 5.00	Darlington (Per)	4.00
Early Queen (Per)	5.00	Duncan (Per)	4.00
Chipman (Per)	3.00	Evening Star (Per)	4.00
Success (Per)	3.00	Sample (Imp)	3.00
Nanticoke (Per)	3.00	Big Joe	3.00
Road Side (Per)	3.00	Parker Earl (Per)	4.00
Maple Early (Per)	2.50	Governor Fort (Per)	4.00
Ekey (Per)	2.50	Governor Rollins (Per)	4.00
Lady Tompson (Per)	2.50		
Klondyke (Per)	2.50	Varieties listed at \$2.50 per 1000 will be sold in lesser quantities, as follows:	
Tenn. Prolific (Per)	2.50	25 plants	\$.20
Crescent (Imp)	3.00	50 plants	.35
Warfield (Per)	3.00	75 plants	.50
Helen Davis (Per)	3.00	100 plants	.60
Pine Apple	4.00	250 plants	1.00
Hummer (Per)	4.00	500 plants	1.50
Splendid (Per)	4.00	1000 plants	2.50
Medium season varieties—	Per 1,000		
Senator Dunlap (Per)	2.00	Varieties listed at \$3.00 to \$4.00 per 1000 in lesser quantities, as follows:	
Haverland (Imp)	4.00	25 plants	\$.25
Governor Van Sant (Per)	4.00	50 plants	.40
Twilley (Per)	4.00	75 plants	.55
Sons Prolific (Per)	4.00	100 plants	.65
Winner (Per)	3.00	250 plants	1.20
Bradley (Per)	4.00	500 plants	2.00
Glen Mary (Per)	3.50		
Wm. Belt (Per)	4.00	Varieties listed at \$5.00 per 1000 in lesser quantities, as follows:	
Parsons Beauty (Per)	3.00	25 plants	\$.35
New York (Per)	3.00	50 plants	.50
Uncle Jim (Per)	3.00	75 plants	.65
Bubach (Imp)	3.00	100 plants	.80
Ryckman (Per)	3.00	250 plants	1.55
Enormous (Imp)	3.00	500 plants	3.00
Medium—	Per 1,000		
Fendall (Imp)	\$ 4.00	All prices are F. O. B. Salisbury, Mary- land, if desired sent by mail add 25c per hundred plants. All plants are packed so as to reach you in good growing condition.	
Sharpless (Imp)	4.00	Terms same to all. Cash to accompany all orders. Postoffice Money Orders pre- ferred.	
Golden Gate (Per)	4.00	Discounts Will Be Allowed as Follows:	
Black Beauty (Imp)	4.00	On orders amounting to 5,000 plants and up to 10,000, 5%.	
W. W. W. (Per)	3.00	On orders amounting to 10,000 plants and up to 20,000, 10%.	
Bethel (Per)	3.00	On orders amounting to 20,000 plants and up to 100,000, 15%.	
Barrymore (Per)	3.00	Over 100,000 plants will allow discount of 20%.	
Meteor (Imp)	3.00	For \$5.00 I will make you happy six months in the year. A bargain that no strawberry grower should miss.	
Myers No. 1 (Imp)	3.00		
Imp Marshall (Per)	3.00		
Marshall (Per)	3.00		
Wild Wood (Per)	4.00		
Maryland Prize (Imp)	4.00		
Barkley (Per)	4.00		
Norwood (Per)	4.00		
Salisbury (Imp)	4.00		
Ernest (Imp)	4.00		
Baltimore (Per), medium to late	5.00		
Joe Johnson (Per), medium to late	5.00		
Oswego (Per)	4.00		
Cardinal (Imp)	4.00		

E. W. TOWNSEND, SALISBURY, MARYLAND

A selected list of twenty new and tried varieties. Season early to late, at less than one-half usual price. Every grower of strawberries should avail himself of this grand opportunity. Any person with a rod of ground cannot invest \$5.00 to a better advantage than right here. For a family collection no list that I could compile would be better. Season from the very earliest to late in the fall. Here is the list—25 plants each of the following varieties:

Extra Early—

Uncle Sam, New Superior, Lady Townsend, First Prize.

Early—

Early Queen, Helen Davis, Governor Van Sant.

Midseason to Late—

Ryckman, Winner, Maryland Prize, Barkley, Ernest, Patagonia.

Late—

Baltimore, Joe Johnson, Gem, Kate, Townsend Late.

Fall Bearing (the kind that never stops; fruits from early spring to freezing, the finest fruit that grows and plenty of it)—King Autumn and Progressive.

For best results the plants should be set in the patch just as listed above.

Special Price, season 1913-1914, \$5.00—purchaser to pay charges. This collection is guaranteed to please you. Order early; plants will be reserved and shipped when wanted.

Just mention special new variety offer No. 1 and enclose postoffice money order for five dollars. We will do the rest.

Collection Department

The collection department is prepared for home gardeners, new beginners, new varieties, for testing purposes, etc. They will be found very convenient and a reduction is always allowed to make them attractive. This department is making a very rapid increase in the number of orders received each season. One of our very best men has charge of this department. When ordering a collection please give the number or initial of the collection desired and same will be filled correctly and satisfactorily.

Collection No. 21, for home use, from May until December:

25 First Prize.....	\$.35
25 Early Queen.....	.35
25 Helen Davis.....	.35
25 Wm. Belt.....	.25
25 Townsends, late.....	.35
25 Progressive.....	.35
Postage, 40 cents.....	.40
Total	\$2.40
Postpaid for	\$2.00

Collection No. 22, for local market:

100 First Prize.....	\$.80
100 W. W. W.....	.65
100 Helen Davis.....	.65
100 Brandywine.....	.65
100 Uncle Sam.....	.80
100 King Autumn.....	5.00
Postage, \$1.50	1.50
Total	\$10.05
Postpaid, all for.....	\$ 7.50

Collection No. 23—new varieties especially recommended for trial:

25 Uncle Sam.....	\$.35
25 First Prize.....	.35
25 Early Queen.....	.35
25 Winner.....	.25
25 Ekey.....	.25
25 Governor Van Sant.....	.25
25 Helen Davis.....	.25
25 Sons Prolific.....	.25
25 Maryland Prize.....	.35
25 Barkley.....	.25
25 Baltimore.....	.35
25 Orem.....	.35
25 Progressive.....	2.00
Postage 75 cents.....	.75
Total	\$6.35
All prepaid for	\$5.00

Collection No. 24—reliable market varieties. Purchaser to pay charges of transportation. Enough for half acre—4,000 plants:

500 Missionary.....	\$1.25
500 Klondyke.....	1.00
500 Lady Tompson.....	1.25
500 Brandywine.....	1.50
500 Lady Townsend.....	1.25
500 Baltimore.....	3.00
500 Dunlap.....	1.00
500 New Superior.....	2.00

Total\$12.25
Special offer\$10.00

Collection No. 25—specially selected for Southern states. Half acre collection; purchaser to pay charges:

1000 Missionary.....	\$2.50
1000 Klondyke.....	2.00
1000 Lady Tompson.....	2.50
1000 Lady Townsend.....	2.50

Total\$9.50
Special price of.....\$8.00

Collection No. 26—Half acre collection for Northern growers or local market; purchaser to pay charges:

1000 New York.....	\$ 3.00
1000 Parsons Beauty.....	3.00
1000 Climax.....	3.00
1000 Baltimore.....	5.00

Total\$14.00
Special price\$10.00

Collection No. 27—one acre collection suitable for good, reliable collection for home or market; purchaser to pay charges:

1000 First Prize.....	\$ 5.00
1000 Dunlap.....	2.00
1000 Missionary.....	2.50
1000 Excelsior.....	2.50
1000 Golden Gate.....	4.00
1000 St. Louis.....	2.50
*1000 Nanticoke.....	3.00
1000 Klondyke.....	2.00

Total\$23.50
Special price\$16.00

Collection No. 28—for market gardeners; enough for half acre. All strictly fancy varieties from very earliest to latest in season, including the fall bearing sorts. Purchaser to pay charges:

1000 First Prize.....	\$ 5.00
1000 Golden Gate.....	4.00
500 St. Louis.....	1.25
500 Baltimore.....	2.50
500 Helen Davis.....	1.50
400 Uncle Sam.....	2.50
100 Fall Bearing.....	5.00

Total\$21.75
Special price\$12.00

Collection No. 29. Enough for one acre; early to late; good market varieties. Purchaser to pay charges. (This is an extraordinary bargain):

2500 Lea.....	\$ 7.50
2500 Early Queen.....	12.50
3000 Mascot.....	6.25

Total\$26.25
All for\$17.50

Pacific Coast collection No. 30; purchaser to pay charges:

1000 Marshall.....	\$ 3.00
*1000 Baltimore.....	5.00
1000 Klondyke.....	2.50
1000 First Prize.....	5.00
1000 Patagonia.....	5.00
500 Progressive.....	20.00

Total\$40.50
Special price\$25.00
Two collections for.....\$45.00

Collection No. 31; purchaser to pay the charges. This collection is intended for family use, where the ground space is limited. Early to late, including the ever bearers:

50 Fall Bearing.....	\$3.00
50 First Prize.....	.50
50 Baltimore.....	.50
50 Uncle Sam.....	.50

Total\$4.50
Special bargain\$3.00

Special offer No. 32—for testing purposes: 25 plants each, of 105 varieties, including all the new and fall bearing varieties. This is a valuable collection and will pay any commercial grower. Special price, \$25.00—prepaid.

Our Seed Department

A great many of my customers are growers of Cantaloupes, Cucumbers, Watermelons, Corn, etc., and are interested in the best seed, as well as the best plants. For this reason I have grown for me in the states of Colorado and Iowa the best seeds it is possible to grow, and offer them to my customers at as low a price as it is possible to grow first-class selected seeds for. I do not make any attempt to compete with the prices of the cheap seeds, and for those looking for that kind of stock, I do not solicit their orders. If you send me your order I guarantee to send you the best selected seeds, selected from the best stock, grown in fields where there is never any stock sold for market purposes, and the price charged is for the actual cost of producing, plus a living profit. Selecting the seed is the most important point in growing a good crop, as it means everything in the crop produced.

Cantaloupe Seed

Eden Gem (Pollock strain). This variety is known all over the country as the very best market sort. Solid netted, flesh green and flavor the best. Price, per lb., \$1.50; 10 lbs., \$1.40; 25 lbs. up, \$1.25; purchaser to pay express charges or add eight cents per pound for postage.

Netted Rock. A melon that ripens a little earlier than the Eden Gem. Solid net, good flavor and a general favorite. Price same as Eden Gem.

Thoroughbred Rocky Ford. One of the old standard shipping melons. Price same as above.

Paul Rce. A cross with the netted Gem and Osage; a very fine shipping melon; size runs large for standard crates. Price same as above—or Eden Gem.

Kelley's Netted Rock. A Cantaloupe that is fast coming to the front in the big cantaloupe sections of Maryland and Delaware. Solid net salmon flesh, heavy, thick meat; quality the very best. Is one of the best shipping melons I have ever seen. Will ship a long distance after it begins to color. Size just right for packing in Jumbo crates, which are in great demand at this time in most all large markets. It is no unusual sight to see twelve to fifteen large melons on one vine. I recommend giving them a trial. Price, selected seed, \$2.00 per lb; 5 lb. lots or over, \$1.80 per lb. Stock limited.

Burrel's Gem (known by several other names). Closely netted and slightly ribbed. Deep, rich salmon; flesh liked by many for its flavor. Price, per lb., \$1.50; 5-lb. lots, \$1.25.

Early June Gem. The earliest of all cantaloupes. Matures ten days earlier than any other cantaloupe, and is considered the best extra early cantaloupe to date at Rocky Ford, Colo. Well netted and will please anyone looking for an early 'lope. Price, per lb., \$2.00. If you want the earliest this is the one.

Cucumber Seed

Davis Perfect. One of the best market sorts. Long and dark green. Price, per lb., \$1.00; 5 lb., lots, \$0.80 per lb; 10 lb. lots, \$0.75 per lb

Townsend Early Fortune. One of the earliest grown and a good reliable market sort; especially adapted for Southern growers; price same as above.

Klondyke. One of the very best white spine types; very popular. Price same as above.

Long Green. An old-time favorite.

Arlington White Spine. Earliest of all.

Peninsula Prize.
All Cucumber seed same price.

Watermelon Seed

Tom Watson. Price, per lb., \$0.75; 10 lb. lots or over, \$0.65 per lb.

Seed Corn

Iowa grown, selected stock; selected by one of the best seed experts in the state of Iowa:

Yellow Dent,
Orange Yellow,
Shenandoah Yellow,
Reid's Yellow Dent,
Corn Planter,
Mammoth White,
White Dent,
Iowa King.

Per peck, \$1.50; bushel, \$4.00; five-bushel lots, \$8.00 per bushel.

Orders for seed should be placed as early as possible, as they are always sold out early. Place your order and seed will be shipped in due season. Purchaser pays transportation charges on all seeds. All seeds packed in strong sacks and guaranteed to reach you in good condition.

Number of Plants Required to Set One Acre

18 inches by 3 feet.....	9,680 plants
18 inches by 3½ feet.....	8,297 plants
24 inches by 3½ feet.....	7,260 plants
24 inches by 3½ feet.....	6,222 plants
24 inches by 4 feet.....	5,445 plants
30 inches by 3½ feet.....	4,978 plants
36 inches by 3½ feet.....	4,148 plants
36 inches by 4 feet.....	3,630 plants
48 inches by 4 feet.....	2,722 plants
48 inches by 6 feet.....	1,815 plants
48 inches by 7 feet.....	1,555 plants

Sweet Potato Sprouts. We grow every year a large bed and will be glad to quote our customers prices on any order they wish.

Make all orders payable to E. W. Townsend, Salisbury, Md

I SELL DIRECT—to the people, saving them over one-half on their orders.

NO SHORTAGE—on plants with me this season. Positively every order can be filled.

WE CAN—usually fill orders promptly from November first, until May the first.

BEAR IN MIND—that there is no better plants grown than I grow no matter what you pay. **ALL PLANTS**—sent out by me have the highest fruiting power, grown from strong, healthy mother plants selected by a strawberry expert.

THIS IS MY SPECIALTY—growing strawberry plants and propagating new varieties. I have all my eggs in one basket and keep my eyes on the **BASKET**.

I WANT YOUR ORDER—this season. I promise to please you. I am responsible. Ask your neighbor about me. Townsend's Thoroughbreds is a household word in nearly every state. They never fail to grow a crop of big red berries.

HUNDREDS—are making more growing strawberries than they are growing any other crops. You can do the same if you grow Townsend's Thoroughbreds. There is no garden too small for a few hills of strawberries. There is no mouth too sweet for a ripe red **BERRY**.

REMEMBER—when you place your order place it with

TOWNSEND—the man that **SATISFIES**.

Ten years ago little did I dream that the plant business would grow with me until today it is second but to a few in the United States, and second to none in a great many ways. I have been successful, but be it far from me that my chief satisfaction lies in the money gained. No, No, the greatest satisfaction and my chief delight rest in the sweet fact that my labors in the line of plant improvement, plant introductions and plant creations, have benefited hundreds of American homes and have added materially to the wealth of the country.

I have originated, introduced and generally distributed many of the now leading varieties that have become a standard and are now used in hundreds and hundreds of gardens and fields. Such varieties in many cases returning from 50 to 100 per cent more than the old varieties formerly used.

The introduction of the **Missionary** strawberry in the State of Florida which has caused the growers to annually double their profits should have been glory enough for any one man, but I am not satisfied and I believe there are still better things for my Florida friends, as well as all my other friends everywhere. I am still sleeping with my strawberry beds, and if I have not already got it I expect to introduce one that will be as far above the **Missionary** as the **Missionary** was the **Excelsior**. I expect to hear that report from the "**Uncle Sam**" for I truly believe that the **Uncle Sam** is the greatest extra early strawberry ever introduced to date. It was a variety so good that I was three years naming it. At last **Uncle Sam** popped on my mind and I said, "that's it," no name could be better. I am sending out **Uncle Sam** just like I sent **Missionary**, if you are not perfectly satisfied with your purchase after fruiting it write me, I will refund every penny paid me without a word. I make the same offer on all my Introductions, I believe it only fair, and I could not afford to do business any other way. There are so many fake varieties being sent out with no guarantee whatever, that are no good, that half the public are afraid to look at anything offered new. I have never had this offer made me. But I have never lost a penny by making it. So you need not be afraid to order **Uncle Sam**, **Baltimore**, **Barkley**, **Joe Johnson**, **First Prize**, **Maryland Prize**, **Progressive**, **King Autumn**, or any other of my own Introductions, they must please you. See how many other nurserymen are making you this offer every season.

During the course of many years of investigation into the plant life of the world, creating new forms, modifying old ones, adopting others to new conditions, and blending still others, I have been enabled to see a great change for the better in the plant world. We are now standing upon the threshold of new discoveries and new methods which shall give us imperial dominion over the plant.

It is a time no more when men of any ability think of returning to the old way of doing business in the planting of his crops. In selecting his seeds and plants he now selects the very best, no matter what the cost. If his less ingenious neighbor did not follow the twentieth century way a few years ago, he is now led in the light by the difference in the neighbor's bank account and his own and has now begun to sit up and take notice. Man can no more afford to plant common plants and seed at this day than he can afford to go back and get the old wooden plow, the wooden cultivator that our ancestors used hundreds of years ago and till his crop with them. Civilization demanded the change. Our population is growing rapidly. The people must be fed, and we are compelled to use new methods in order to produce more food to the acre.

We must not only produce more fruit, but the people demand BETTER FRUIT. We must PRODUCE IT.

There is no such thing as overproduction in good food stuffs. There may happen to be too much poor trash of a certain product on the markets at times to lower the price, but never enough GOOD STUFF. Plant only the BEST. Grow only the BEST, and keep in the PROCESSION. And remember that knowledge is power.

By E. W. TOWNSEND.

October 17, 1912.

Express Charges. The reason we advise shipment by express is because plants are more or less perishable, and the quickest transportation is best for satisfactory results. And then express companies allow a reduction of 20 per cent from the regular merchandise rate on plants, bulbs, etc., and bill the shipment at the number of pounds weight.

Approximate Weight of Plants. Approximate weight of orders containing assorted varieties packed for shipment is:

1,000 plants, 20 pounds; 2,000 plants, 35 pounds; 5,000 plants, 80 pounds; 10,000 plants, 150 pounds.

Then to determine the probable express charges inquire of your agent for the merchandise rate to Salisbury, Md., from which deduct 20 per cent, and figure according to the approximate weights.

New Orleans, Oct. 21, 1910.

Messrs. E. W. Townsend & Co.,
Salisbury, Md.

Gentlemen: The strawberry plants which you so kindly sent me arrived in splendid condition and I am satisfied that I shall not lose one.

I have never seen such strong and beautiful plants and if I am successful in raising some fine large berries you will hear from me and my friends, as it will give me pleasure to make the proper return for your courtesy.

Yours truly,
A. J. MITCHELL.

TOLD HIS NEIGHBOR.

Gents: Plants arrived O. K. and on time. Finest plants I ever saw and got the best count. You will get an order from my neighbor in a few days.

JAS. WIDGERS,
Smithfield, Va.

Somerset, Pa., April 30, 1913.

Mr. E. W. Townsend, Dear Sir: Here is another order for plants. I must say that the plants that you sent to my father and myself were the best we have ever gotten from anyone. I got 3,000 from Michigan, but it would take three or four of them to make one of yours.

(Signed) PARK F. COLEMAN.

Easton, Md., April 14, 1913.

Mr. E. W. Townsend, Salisbury, Md.

Dear Sir: The plants you sent me the other day received in good condition. Thanks for your promptness.

PETER MATH.

Newcastle, Ky., April 15, 1913.

Mr. E. W. Townsend.

Dear Sir: I received the strawberry plants. I have set them out and they are doing fine. They are the finest plants I ever saw, all of which are well rooted. I thank you for prompt delivery and generous good count.

Yours, W. I. KELLEY.

Mollie, N. C., July 18, 1913.

Mr. E. W. Townsend.

Dear Sir: Please send me another catalog if you have any on hand. I received the plants I ordered from you in fine shape and they are doing well. I expect to put in a large order with you next season. Hope you good success.

Yours truly,

W. A. SUGGS.

Lakeland, Fla., Feb. 26, 1913.

Mr. E. W. Townsend.

Dear Sir: I received the strawberry plants O. K. Strictly fine; fine count; I am well pleased. Looking well in the patch.

T. S. STROM.

Tennessee, April 10, 1912.

Thanks for the fine plants you sent me in last order. Please rush the enclosed order.

R. M. KINGSLEY.

Plant City, Fla.

E. W. Townsend.

Salisbury, Md.

Dear Sir: Plants came on time and fine.

Thank you.

Respectfully,

C. W. MUNRO.

SOUTHERN ALABAMA ORCHARD CO.

April 10, 1912.

Received Missionary plants in fine condition.

Dear Sirs: Plants O. K. Good count; well pleased.

W. F. THORNTON, Texas.

BEST PLANTS THAT COME HERE.

Polk Co., Fla., Feb. 5, 1913.

E. W. Townsend, Salisbury, Md.

Dear Sir: Your plants are entirely satisfactory here. Best plants that come in this section.

Yours truly,

C. H. CHESTNUT.

Do You Know

That you are not treating your children fairly if you do not grow fall-bearing strawberries. I am headquarters for the fall-bearing sorts, one of the oldest and largest growers of them in the United States. If you want nothing else from this catalog, let me send you my family collection—500 plants that will bear fruit almost continuously from early spring until late in the fall, all for \$5.00 prepaid to you. This is one of my best offers and one that is pleasing my customers.

100 fall bearing plants included in this collection.

In selecting a site for your berry patch, it is best to select a place that has been grown to some leguminous crop the season before, such as cowpeas, tomatoes or potatoes, as plants do much better when set in this kind of soil. Never set plants over a sod if it can be helped. If your land is rolly or hilly, select the southern side. Most all commercial growers prepare their land for their berry fields a season in advance by planting such crops as mentioned above, for to have the best of success in berry growing it is essential to have the land rich with plant food. Any ordinary soil when properly manured and worked will grow good berries. In other words, land that will grow good corn, potatoes or tomatoes will grow good berries. In preparing the land before setting plants it should be thoroughly plowed to a depth of at least eight inches. This is preferable in the fall. Again in the spring (when plants are set in spring) then thoroughly harrowed and leveled with drags, until the surface is entirely level. For field planting I advise rows forty-two inches apart, setting plants twenty-four inches in row usually is sufficient with most varieties. Some sorts will give a good matted row when set even thirty inches apart, better than others when set fifteen inches. Select for your earlier sorts the highest of your land where you desire to plant, as the early varieties will usually do better on this kind of soil than the later ones. Most late varieties that have come to my attention do better on low, springy soil when it is well drained. In setting plants we use a small garden trowel or dibble, making plenty of room to get the roots down straight and flattened out in fan shape; pressing the ground firmly around the plants, setting the plant as near as possible as it came from the ground.

Too deep or too shallow setting will greatly hurt your crop. Plants should be worked with a small tooth cultivator, giving shallow cultivation almost as soon as they are set. In ten days from time they are set they should be given a hand cultivation with the hoe, working very shallow. Often and shallow cultivation should continue as long as the grass grows, and in the East with us we usually work them with the horse cultivator well up in the fall months, especially if the season is a dry one.

Preparing and working out the old beds for the second crop, this should be done, or commenced immediately after the last fruit is picked from the vines. Start by mowing off all growth that has accumulated and a portion of the vines. If there should be much growth it is best to burn same on the patch, catching a dry day when the wind is blowing strong down the rows, so as the fire will soon sweep over the patch. This will destroy all insects that might have accumulated in the late vines and growth. If the vines cannot be burned successfully they should be hauled from the field. The rows should then be bar plowed, leaving the beds about eight to ten inches wide, throwing the furrow in the middle. The old mother plants and lots of the new ones should be cut out at once and dragged from the beds. The five-tooth cultivator should then be run down the rows and the middles thoroughly worked up, and a great many growers after running down the row with the cultivator run across the rows, dragging new earth over the crowns of the plants, causing them to take on new roots and bringing out new crowns. The old patch should be frequently worked and hoed same as the new patch until late in the fall. Two seasons is long enough for the strawberry to stand, as it costs more to work out the old beds than to work the new. For this cause I prefer planting anew. Plants should not be set in the same plot for at least four years.

One of the most important things in growing strawberries is the selecting of plants, for your success depends on the quality of the plants set. Usually good plants cost a trifle more than the ones that you can pick up around your neighborhood, which are often mixed, run-down runts, having been taken from the middle of the rows for generations, and in many cases are almost barren. It costs no more to work the patch, when set to the best THOROUGHbred plants, than it does when set to the poor field-grown plants, and the THOROUGHbreds will often double and treble the quantity of fruit per acre, and fruit that will sell on your markets for double. The up-to-date fellows of today are for growing only the best and they find that it pays them the best.

One more word in regard to setting the plants and I will close the subject. If you should pick for your main variety one with an imperfect blossom, I recommend setting two perfect blossom sorts with it instead of one as is usually done, especially so if the variety is midseason or late.

My reason for this is for the imperfect one to catch all the pollen necessary to make its full crop, which it has to depend upon for the making of the crop of perfect-shaped berries. Where I have tried this method I have always had the best of success. For instance, take the old Sample variety which is late, and imperfect. I would set four rows of Sample and on one side I would set Parson's Beauty or Dunlap; the other side, one row of Mascot or some variety equally as late as the Sample, and so on across the patch.

I trust that the foregoing will be of some use to some of my customers, new beginners especially, for I am asked the above questions hundreds of times during the year and many times it is not convenient for me to answer promptly. Most of the old growers have their own way and work out their own salvation, which many times is the best.

I find in traveling through the country that there are many different ways in forming strawberries, and I also find that a variety that is good in one locality is not always good in another.

Growing strawberries is a pleasant and profitable position, in fact the most profitable of any business I know of when carried out in the proper way. And the business needs all the thought, care and attention that can be given it, to make it the success that it deserves. I have received letters from my friends saying that they had made as high as \$1,000 per acre clear profit in a season from their berry fields. I have even done as well myself a few times, and it is not unusual to get \$400 to \$500 from an acre when the best THOROUGH-BRED PLANTS are used.

The beauty is that there is always a demand for big red berries.

Townsend's Thoroughbred Plants Grow Big Red Berries

That is what everybody says; it must be so. They send across the continent for them every season. There must be a reason.

One of Our Local Papers.

There is no section of the country so suitable in soil and climate for the successful raising of strawberry plants and melons seed as that surrounding Salisbury, and when this business is in the hands of a man who was brought up on a berry farm, has made the cultivation of them a life study and has succeeded in originating the best varieties now on the market it has reached its highest state of perfection.

At the beautifully situated and highly cultivated farm of Mr. E. W. Townsend, near Salisbury, can be seen the ideal place for the raising of plants for shipment, and he has succeeded by supplying only the best of growers in building up a business with the most careful and discriminating planters that has extended to every part of the country. His plants are not experiments, but have splendidly stood the test of time and produce berries which for yield to the acre and delicacy of flavor are not to be equaled. On his farm Mr. Townsend raises over seventy-five varieties adapted to every soil and climate where berries are grown. Some of the plants which have had the largest sales and are most in demand by experienced growers are the "Climax" and "Missionary," both early bearers, and the "Chesapeake," a late berry which has proved very popular. The "Autumn" and "Pan-American" are two varieties that will grow anywhere and bear from the last days of August until Jack Frost puts in an appearance.

Mr. Townsend is a recognized authority in a section where nearly everyone has more than an average knowledge of plants.

I want to say to the grower who has never had plants from us that no other nursery exercises more care to serve customers satisfactorily, while better stock than ours cannot be bought.

Let us show you what we can do. Our business methods will please you, while the quality of our stock will be far beyond your expectations.

We know how to grow THOROUGH-BRED STOCK. We use the same methods in growing our THOROUGH-BRED plants. Like begets like, same in plants as in stock. Better pay ten dollars for one thousand plants of thoroughbred stock than set one thousand common field-grown plants if they are given to you. The kind of saving that you save on the common stock is not to your liking. When you deal in common stock, this saving, I think, is added to the wrong side of your ledger. Our plants are cheap enough in price. We do not think that we will have any falling out about the price. Thanking you in advance for a trial order.

That has become well known to a great many growers throughout the entire country, is that plants and trees that are grown in the East along the Atlantic coast are a great deal more hardy and seem to do much better than the same variety of trees and

plants that are grown inland or in the North or West. The cause of this fact is largely attributed to the nearness to the ocean, where we get the strong salt breeze continuously throughout the year.

Our winters are mild, our summers are long and lovely. Our fall is almost as mild as the summer in the North. In such a climate where the air is pure all the time, there is but very few insects that trouble our growing plants. The winters being mild we are not obliged to mulch our plants, thus they get that hardness that goes with them when they are being transplanted and shipped to the distant states. The soil and climatic conditions being just right in the East for growing strawberry plants and trees, has caused the eastern shore of Maryland to be rightly named the GARDEN SPOT OF THE WORLD. I wish to impress this fact on the mind of each grower that receives this catalog, and would kindly insist on his dividing his order this season if he has been growing Northern-grown plants. Some of my customers write me that it pays them well to send their orders to me even if they have to send across the continent. Another proof of the fact is that I have never lost a Northern or Western customer that I know of. Once using Eastern-grown thoroughbred plants they always use them.

A northern New Yorker says: "I am surprised the way your plants done here. I was told that Eastern-grown plants would not do well for me. I find them far the best plants I have ever grown and fruited. Shall use no other."

A customer in Connecticut says: "Your plants done better here than any ever seen in this part of the country before. As you know, I only had a small patch, but I could hardly get enough help to keep the berries off as fast as they needed picking. Send me another lot just as good and the same varieties you sent before. My neighbors are going to send to you for plants in a few days." This was the first trial with Eastern-grown plants. This happened seven years ago and I've received orders regular since from Wilton, Conn.

Of all fruits, the strawberry is one of the most variable in its behavior, in different localities and under changed conditions. A variety may succeed in one place and fail in another place even in a closely related territory. I therefore suggest that each grower set aside a limited space for this purpose, making it a point to test a number of the newer varieties that come out each season, thus enabling himself to judge which varieties are best before setting his large fields. To discover the variety that is most adapted to your climate and soil must mean much to you and will many times pay you for the extra expense in securing these new varieties and the growing of them. The growing and watching the behavior of the different plants is a source of pleasure for the whole family.

A Few of Our Many Satisfied Customers

Evansville, Tenn., Dec. 9, 1910.

E. W. Townsend & Co.

Dear Sirs: Yours of the 5th to hand. I will give you a list of names that I know are going to set berry plants. I could give you 150 names of growers, but three-quar-



Klondike

ters of them might not set any. My plants that I bought of you last spring are simply fine. I have a full row and several plants in the middles. Everybody that has seen it says it is the finest patch in the county. It is surely a good advertisement for your nursery. But it is a hard matter to get people here to spend a little more money and get first-class plants. I will have a few plants to sell and maybe I can sell some for you. I will if I can. Mail your catalog as soon as ready. Yours truly,

T. C. CALLINS.

Griffin, Fla.

Dear Sir: The 10,000 plants came to hand in fine shape. I think they are the finest I ever saw shipped out. I shall take pleasure in doing business with your house in the future, and shall advise my friends to order from you when they want something good.

J. E. GRIFFIN & SON.

Letters like the above are very encouraging to me and always make me strive to even better things.

E. W. T.

Accomac Co., Va.

Strawberry plants received O. K.

O. A. KELLEY.

BETTER THAN OTHERS.

Dear Sirs: I need plants bad. Send me the following varieties: 2,000 Superiors and 4,000 Parsons Beauty. I advised S. O. Smith to send to you for his stock. Mr. Smith's plants are fine; they arrived Monday. I told him we had found a better place to buy than ———. Rush order please.

E. J. DECKER.

FINE SHAPE—GOOD COUNT.

Harriman, Tenn., Dec. 2, 1909.

Dear Sir: Received your shipment of strawberry plants today. They came in fine shape and we have been setting them today. Am well pleased with them. You certainly gave us a liberal count.

Yours truly,

S. S. HENLEY.

Messrs. R. Pruett & Son, Kentucky, write April 19, 1910:

Gentlemen: The plants came to hand O. K. and opened up fine, the best I ever bought, and I have bought from several firms. I thank you for your promptness in getting my order off and will give you my future orders. Very respectfully.

R. PRUETT.



Climax

Kissimmee, Fla., May 6, 1912.

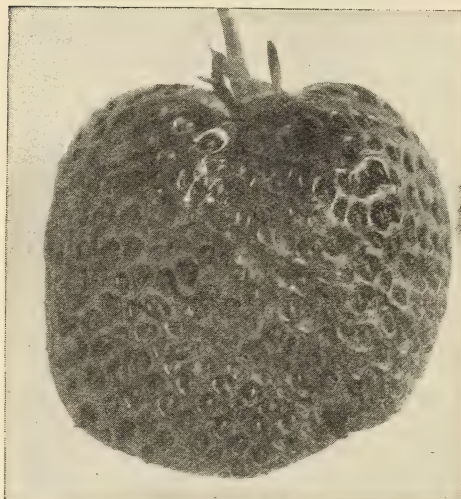
Received plants in good condition; doing fine.

L. M. WILLIAMS.

Mr. E. W. Townsend, Salisbury, Md.

Dear Sir: I wish to acknowledge for the station the receipt of package containing plants of five varieties of strawberries which arrived in good condition.

Very truly yours,
O. M. TAYLOR,
Foreman in Horticulture.



Gandy

BEST HE EVER BOUGHT.

Turkey, Fla., March 20, 1911.

Dear Mr. Townsend: I received the plants O. K. Strictly fine; best I ever bought. I want you to send my neighbor your catalog. Allow me to thank you for the extras. Will order from you whenever I want more plants.

S. J. JOHNSON.

North Carolina, March 14.

Dear Sir: I have been buying plants from you for over ten years. Have always got good stock and they seem to get better every year. I lead all my neighbors in growing good berries except some that got their plants from you. Please ship the enclosed order about April 1st.

J. A. GRIFFIS.

Polk Co., Fla., Jan. 23, 1913.

E. W. Townsend, Salisbury, Md.

Dear Sir: Enclosed please find Money Order for \$6.25 for which send me 2,000 Missionary and 500 Klondyke plants at once. The plants I received from you a few days ago were fine and all that a man could ask for in quality and quantity.

Yours truly,
W. I. YOUNG.

Wauchula, Fla., April 14, 1910.

Gentlemen: I received my plants yesterday and they were in good order and fine plants, too.

W. S. SHELTON.

P. S. Send me book on S. B. Culture.

Norfolk Co., Va., April 8, 1912.

The strawberry plants came to hand O. K. Thanks for liberal count. The Missionary is our leading berry here.

W. W. HALSTEAD.

When making up your orders please give me a chance to bid on same. This is my specialty, filling large orders. I am now filling orders regular each season for the largest associations in the United States. I can handle yours if you will give me the order in time.

We can dig, pack and ship out 500,000 plants daily when the weather is favorable.

We pack so as to reach you safely.

If your order is large enough we pay the freight.

I personally inspect every shipment.

I have the thoroughbred stock that will please you.

I want your order. I want it early.

Samples furnished association managers FREE.



Early Ozark

Remember, thoroughbred plants from the Eastern Shore will live and grow big crops. They are winter hardened; nothing like them.

Ashville, Ohio.

Gents: I have received my plants O. K. They were nice and fresh as when dug from the ground when they arrived. Please send me one of your catalogs next spring, as I wish to get some more plants then.

Yours respectfully,

C. A. LOCKWOOD.

Plant City, Fla., Feb. 26, 1913.

Mr E. W. Townsend.

Dear Sir: I received plants Monday, the 24th, in splendid condition and with the finest roots I ever saw on plants. Please accept thanks for promptness in filling my order.

Respectfully,

F. T. KENDRICK.

Lakeland, Fla., Jan. 23, 1912.

Mr. E. W. Townsend.

Dear Sir: Will say that I am well pleased with the plants bought of you last season. I enclose another order; also am sending names of my friends.

C. W. REYNOLDS.

Mr. J. R. H. Hilton, Knoxville, Tenn., and Atmore, Ala., writes that my Missionary is doing well in Alabama; also Tennessee. Plants were fine; never lost a plant. Mr. Hilton is one of the largest fruit growers in the United States.

Mr. R. L. Cooper of Durant, Miss., president of Bank of Durant, writes: Your plants are very fine and giving our growers perfect satisfaction. Strongest and best-rooted plants I ever saw.

Balto Co., Md., April 15, 1912.

Received the plants in fine condition. Strictly fine plants. J. F. REYNOLDS.

Litchfield, Conn., April 22, 1913.

The order received O. K. Plants strictly fine, as you stated. Here is another order.

C. D. CATLIN.

NOW SHAKING HANDS WITH HIMSELF.

Fruit & Truck Growers Assn., Pasadena, Texas, March 12, 1913.

Mr. E. W. Townsend.

Dear Sir: The shipment of plants you made on the fifth arrived on the tenth in fine condition. Will say without fear of being contradicted that they were considerably the best plants received at Pasadena, Texas, this season. I could have bought plants from \$0.70 to \$1.00 per 1,000 cheaper, but am now shaking hands with myself that I bought of Townsend.

T. A. DUFFIELD, Mgr.

Griffin, Fla., March 7, 1913.

Plants came in fine shape. Could not be better. They were well graded, strong, healthy looking and all living fine.

T. A. RODGERS.

Sydney, Fla., April 3, 1913.

Dear Sir: Enclosed find M. O. for plants. My neighbor bought plants from another nursery and after they were set they showed disease. Seeing the plants I purchased from you, which are doing fine, he asked me to send you an order for him. I hope you will be able to fill same promptly, as your plants are the best that come here.

W. F. ROSS.

Millington, Md., April 2, 1913.

Dear Sir: Plants received in fine condition, and are nice, strong, healthy plants.

D. JAMES HALL.

Durant, Fla., March 13.

Dear Sir: Plants expressed to Mrs. Scruggs are strictly fine. I am well pleased.

MRS. CARMICHAEL.

Knights, Fla., March 13.

Plants arrived in fine condition. Fine plants. J. COLLINS.

Green Cove Springs, Fla., March 13, 1913.

Dear Sir: The plants I bought from you last season proved so fine I am sending you another order for your offering "E."

Respectfully yours,

MRS. REAUGH.

Plant City, Fla., April 14, 1913.

Mr. E. W. Townsend.

Dear Sir: Enclosed find M. O. for plants. I was going to grow plants from my own beds, but after seeing your plants growing at a friend's, concluded that it would pay me to order from you, as his are the finest strawberries I have ever seen.

Respectfully,

D. I. WHITTING.

Polk County, Fla.

E. W. Townsend.

Dear Sir: Enclosed find check for more plants. You certainly are furnishing me with fine stock.

Yours very truly,

FRED B. ROBINSON.

Kathleen, Fla.

Mr. Townsend: Your Missionary plants cannot be beat in this state. I was the first man to grow them here. They seem to get better all the time. W. D. HARP.

(Fine ice)

Stark, Fla., March 17.

I received the plants from you several weeks ago in good condition, and set them out. Have not lost one of them out of 2,000.

Yours,

J. HORNSBY.

I please over 99 per cent
of my customers every
year. I believe I can
please you.

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Golden Gate	12	Splendid	11
Governor Van Sant	18	Stevens' Late Champion	18
Governor Fort	14	St. Louis	11
Governor Rollins	14	Success	9
		Superb	16
H			
Haverland	11	T	
Heflin Early	10	Tennessee Prolific	9
Helen Davis	9	The New Race of Strawberries	15-18
Highland	9	Townsend's Missionary	6
Hoffman	10	Townsend's	18
Home of E. W. Townsend	1	Twilley	14
How to Select Plants	25		
Hummer	11	U	
		Uncle Sam	6
I		Uncle Jim	14
Improved Marshall	13		
Imp. Lady Thompson	9	V	
Iowa	16	Valuable Information	3-5
		Virginia	10
J			
Joe Johnson	7	W	
		Watermelon Seed	23
K		Wildwood	13
King Autumn	16	Wilkin's Early	11
Klondike	9	Winner	14
		Wm. Belt	12
L		W. W. W.	14
Lady Townsend	6		
Lea	10		
M			
Mammoth Beauty	13		
Maple	9		
Marshall	12		

PLEASE USE THIS ORDER SHEET

[illegible]

TRUE TO NAME. While I use every precaution to have all plants, etc., true to name (I believe we come as near doing this as any one in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

Please write below the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry or other small-fruit plants

Growing Dew-Berry Plants is One of My Specialties

I have every year a large field of these berries grown for my trade. The plants are tipped in the month of August and by November 1st are well rooted. Next to the Strawberry the Dewberry comes. The illustration below shows a field staked in proper shape; the field was in full bloom when photograph was taken.

Lucretia and Austin are the two leading varieties, and are the only varieties grown by me.

Prices—\$1 per 100 plants, \$6 per 1,000; 5,000 plants for \$25. Less than 1,0000 lots at 100 rate.





A field of Uncle Sam, my favorite of the extra early sorts.
Should be grown by every grower everywhere.



Photo showing a section of a row of RING AUTUMN (Everbearing Strawberries).
Plants set May 1st, 1913, photographed September 29th, 1913. Note the
young layer plants loaded with fruit and blossoms.